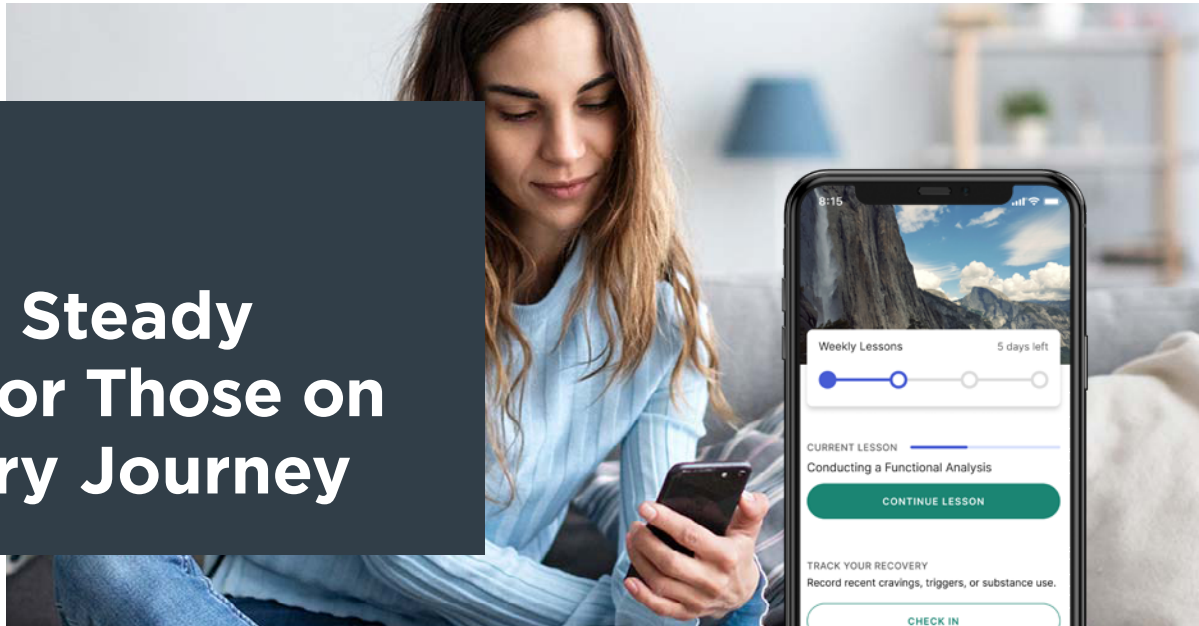


CASE STUDY

Fritz Clinic  
Birmingham, AL

# reSET-O®: Steady Support for Those on a Recovery Journey



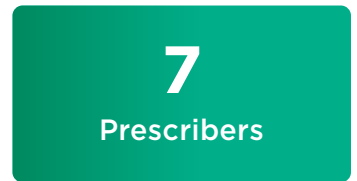
*“In March 2020, two months after introducing some of our patients to the reSET-O program, COVID-19 forced us to change our processes. Like most medical clinics, we shifted to only providing essential services to protect our patients and staff. With limited staff, we did not have the resources to properly follow up on patient adoption of the reSET-O program and the initiative was placed on hold. Interestingly nine months later, patient retention data showed that patients who were introduced to reSET-O were 11% more compliant (came back into the clinic to continue their treatment) than the rest of the patient population who were not introduced to reSET-O. We recently re-launched the program and look forward to measuring increased success after adding a regular follow-up protocol.” — Ken Rysedorf, CEO, Fritz Clinic*

PRACTICE SNAPSHOT\*

This case study is for informational purposes only and does not constitute medical advice. Results from case studies are not necessarily predictive of results in other cases. Results in other cases may vary.

## The Challenge

Fritz Clinic has been helping people battling opioid use disorder (OUD) since 2010. With hundreds of patients treated each week by clinicians in six locations across Alabama, innovative tools to enhance patient engagement, treatment, and retention are top of mind for the clinic. Fritz Clinic saw a need to expand its counseling and case management offering with a flexible option working in concert with in-office and remote care counseling services patients were already receiving.



\*All-time data, as of 1/29/21.

**Andrew Lemons, MD,**  
Fritz Clinic, Board Certified  
in Addiction Medicine by  
the American Board of  
Preventative Medicine



*“Incentives and positive reinforcement have long been known to effectively shape human behavior. I believe the unique ‘learn and earn’ approach opportunity offered by Pear Therapeutics is a valuable asset in patient cognitive understanding, behavior modification, and recovery maintenance. Our use of the reSET-O tool and our patient engagement continue to grow.”*

## An Extension of Care

Fritz Clinic began prescribing reSET-O® to patients in its buprenorphine-assisted treatment program, starting with its main location in Birmingham, AL. Just a short time later, the clinic found itself navigating the unknown amid stay-at-home orders and social distancing enacted to counter the spread of COVID-19. Having launched reSET-O, Fritz had the ability to extend its care model and offer its patients a reliable, remote tool for behavioral therapy support when access to clinicians and counselors was extremely limited. “Some of our patients participate in additional counseling sessions outside our offering. Many of these counseling offices were closed and did not have telehealth options available. reSET-O provided additional counseling flexibility—it gave us the opportunity to extend our care model where others could not,” says Ken Rysedorph, CEO of Fritz Clinic.

The benefits of reSET-O extend beyond the pandemic for Fritz and its patients. reSET-O gives patients access to 12 weeks of cognitive behavioral therapy lessons, which they can complete using an app on their smartphone at any time of day or night. The therapy content is organized in lessons that provide consistency from patient to patient, and topics that can be discussed with patients at their next visit. Patients can earn gift card rewards\* for completing therapy lessons in the app and for having negative urine drug screens. They can record and track their daily cravings and triggers for greater self-awareness, and their data (collected in real-time) is shared with their clinician and care team through the Pear.MD Clinician Dashboard to enhance treatment insights.

### A Consistent Therapy Option for Patients

reSET-O has empowered patients and strengthened the therapeutic relationship between clinicians and patients at Fritz. Randall Rysedorph, President of Fritz Clinic, says, “There is consistency in the learning model and progress is shared with the clinician. Patients return to their next visit with more knowledge and understanding of their condition, which enhances the dialogue between the patient and clinician. reSET-O has also given clinicians a tool to more easily identify triggers and cravings, which may not have been present at their patients last visit.”



**Randall Rysedorph**  
President, Fritz Clinic

Fritz Clinic leveraged reSET-O as a unique training opportunity for its employees to enhance their understanding of the patient experience. “We made a deal with the staff. Once they completed therapy lessons using a demo version of reSET-O, we offered to pay the amount they earned in rewards as a bonus,” Randall says. “It’s good education. It helps our [non-clinical] staff understand their patients and OUD. It’s a win-win. I would encourage other practices using reSET-O to do the same thing.”

Summer Hall, Patient Coordinator at Fritz Clinic says, “reSET-O is simple to set up and use. Since some of our patients are skeptical of new things, being able to give them all the information about what it is and how it works is helpful for me and comforting for patients. Being able to help guide them through it, and let them know what to expect, really helps ease their minds.”

\*Offering monetary rewards is at the discretion of the prescribing clinician.

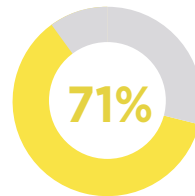
## Results

The clinic has seen growing buy-in for reSET-O® from clinicians and patients. The Fritz team reports positive feedback from patients—they enjoy using the app and many have requested refills of their prescriptions. As of January 2021, Fritz Clinic has prescribed reSET-O to 870 patients and 44% of them have opted to receive a prescription renewal. The goal is for all patients in its buprenorphine-assisted treatment program to be prescribed reSET-O. Since its initial launch, Fritz has expanded its offering of reSET-O to four additional locations.



**32**

**Average number of lessons patients complete throughout their 12-week prescription**

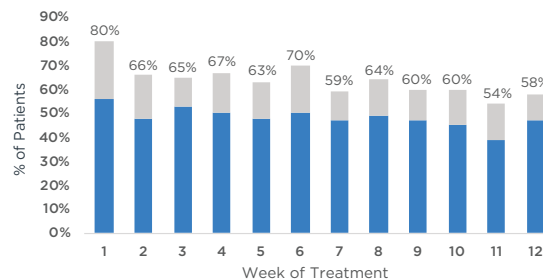


**71%** of patients use\* the app during non-clinic hours (7 pm to 8 am)

### % of patients completing lessons per week

- 4+ lessons completed
- 1-3 lessons completed

Percent of patients reflects all patients that have filled their prescription.



\*Usage is defined as one or more sessions during non-clinic hours.

\*All-time data, as of 1/29/21.

Fritz Clinic plans to advance the reSET-O experience for patients and improve information flow to clinicians. Part of this plan is to integrate data from the Pear.MD Clinician Dashboard into the clinic’s electronic medical record platform. This integration is expected to enhance efficiency and improve clinicians’ access to real-time information used to provide enhanced OUD treatment.

# Indications for Use and Important Safety Information

## ***reSET-O***<sup>®</sup>

### **INDICATIONS FOR USE:**

reSET-O<sup>®</sup> is intended to increase retention of patients with opioid use disorder (OUD) in outpatient treatment by providing cognitive behavioral therapy, as an adjunct to outpatient treatment that includes transmucosal buprenorphine and contingency management, for patients 18 years or older who are currently under the supervision of a clinician. reSET-O is indicated as a prescription-only digital therapeutic.

### **IMPORTANT SAFETY INFORMATION**

**Warnings:** reSET-O is intended for patients whose primary language is English and who have access to an Android/iOS tablet or smartphone. reSET-O is intended only for patients who own a smartphone and are familiar with use of smartphone apps (applications).

reSET-O should not be used by individuals outside active OUD treatment. It is not intended to replace treatment by you, the patient's medical provider. It should be used as an adjunct to clinician treatment, buprenorphine treatment and contingency management.

reSET-O is not intended to be used as a stand-alone therapy for opioid use disorder (OUD). reSET-O does not represent a substitution for a patient's medication. Patients should continue to take their medications as directed by their healthcare provider. The ability of reSET-O to prevent potential relapse after therapy discontinuation has not been studied.

Clinicians should not use reSET-O to communicate with their patients about emergency medical issues. Patients should be clearly instructed not to use reSET-O to communicate to their clinician any urgent or emergent information. In case of an emergency, patients should dial 911 or go to the nearest emergency room.

**This piece does not include all the information needed to use reSET-O<sup>®</sup> safely and effectively. Please see full Directions for Use (in the Clinician Dashboard) for complete Important Safety Information.**