



digital health circle

the client
ALAVIDA

the challenge
**Validate a digital alcohol use reduction app with
frontline healthcare workers in British Columbia**

The incidence of Substance Use Disorders (SUD) has increased due to the ongoing opioid crisis and the COVID-19 pandemic. Isolation, stress, anxiety and depression, along with limited access to traditional care, have created an environment where SUD is expanding and treatment is difficult.

ALAVIDA has developed the TRAIL digital health app to help treat SUD and has successfully validated it with hundreds of patients over the last several years. Now looking to scale up their business, ALAVIDA is making the TRAIL available to help address growing SUD resulting from COVID-19. The result is a new collaboration with the Digital Technology Supercluster, Fraser Health Authority, Digital Health Circle, Simon Fraser University, and the University of British Columbia.

Working closely with ALAVIDA, Digital Health Circle developed and conducted a series of research projects that yielded key insights on how ALAVIDA could improve the TRAIL app and increase its adoption with frontline health care workers.

First, DHC worked with domain experts to generate cutting-edge insights into the impacts of COVID-19 on global SUD rates. Our research confirmed that rates of SUD were markedly increased during the pandemic with working professionals and those working in stressful environments. This underscores the need for the TRAIL app among health care workers.

Second, working with clinical psychologists, DHC defined a comprehensive rubric that was incorporated into TRAIL to better assess program efficacy. This is crucial for evidence-based programs like the TRAIL.

Third, DHC and ALAVIDA conducted a series of user research studies to better understand unmet needs from nurses and other frontline health care workers. This was crucial for building a trusted and private distribution model for frontline health care workers who wanted to use the TRAIL but feared for their privacy and job security.

ALAVIDA has enjoyed significant growth and successful from this project. The TRAIL app was improved based on several key insights made during this project. A new, two-tier pricing structure was developed for users who want to privately access dedicated treatment specialists. The TRAIL is available to 30,000 frontline health care workers in Fraser Health Authority. And ALAVIDA is further expanding the availability of TRAIL as part of its recent merger with LifeSpeak, a comprehensive digital health services company based out of Toronto.

17

Full-time jobs
supported

1

Product
developed

5

Domain
experts
engaged



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