shor

FOR PROVIDERS

Family support your organization can offer, without adding to anyone's job

When a patient leaves your program, support for their family usually stops. SHOR gives the family member a full year of practical support by text, offered under your program's name. Your staff hand a card. She signs up on her own phone and agrees to the texts herself. SHOR does the rest.

STEP 1, YOUR STAFF

Hand out a card

Your facility's name and a code, at the first call, admission, family night, or discharge. One sentence to say. No portal, no consent to handle.

STEP 2, THE FAMILY MEMBER

She signs up

On her own phone, in about two minutes. Nobody enrolls her and nobody texts her until she asks.

STEP 3, SHOR

A year of texts

One line every morning she can actually say, and one question every evening about her day. Four words any time: SAY, HELP, OPEN, READY.

What the family member gets in a year

Day 1	A welcome text and the app, with her first line ready. Her first morning text comes the next day.
First weeks	The words for the late call, the ask for money, the night they come home high. She practices by text before she needs them.
Discharge	Your contact winds down. SHOR's texts keep coming through the first 90 days at home.
All year	The full library of lines, short lessons, a weekly goal of her own, and a circle of up to four people she chooses.
Always	It's hers. SHOR never asks about the person who is using, and nothing she writes reaches you or anyone else.

THE DAY THEY'RE READY

An admission, back to you

READY

When the person she loves says they want help, or comes back after a relapse, she texts READY and gets your admissions line and one sentence to say. Not a Google search. SHOR connects her to you; it never tells you about her.

What you see

EVERY MONTH

- A roster of your codes: first name, phone, enrollment date, and whether she is still active
- Enrollment and engagement, in totals
- Your name on the card, the enrollment page, and the report

AT 30 AND 90 DAYS

- Group change in stress and wellbeing on published scales
- How likely your families are to recommend your program, and SHOR
- Whether SHOR changed how they feel about your care
- READY taps that reached your line

What you never see: a message, a check-in, a survey answer, or anything a family member writes. There is no way for staff to ask for it and no administrator who can turn it on.

ONE PATIENT, TWO PARENTS
At 100 admissions a year

200 parents served

20 referred admissions

$100K acquisition cost not spent

Illustrative. Assumes two family members per admission, $5,000 spent to bring in one patient (industry estimates run $2,000 to $6,000), and 1 in 10 families referring one admitted family over the year; the referral rate is an assumption, not a result. 46% of US adults have a family member or close friend who is or has been addicted to drugs (Pew Research Center, October 2017). An annual subscription per facility, priced by how many families you expect to enroll. Never priced per admission or per referral. SHOR Health provides practical support for family members. It is not treatment, therapy, or crisis care, and is not a business associate of your facility.

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