pathroot™
health

Behavioral Health Challenges

- More people need treatment than can receive it
- Shortages put “stress on the infrastructure”
- Lack of investment in digital health
- How to leverage technology to drive results.
- Need to simplify complex problems

“More margins results in more minds you can access.”

Behavioral Health Challenges

- Programs are stuck in old models of care
- Lack of understanding in how to leverage technology.
- Producing poor outcomes with a lack of insight on their results.
- Little to no value-based care payer relationships
- Inability to differentiate from the competition.
- Financial pressures from census instability and operational inefficiencies.

Pathroot Strategy

Leverage the family to strengthen outcomes and improve care

Reduce discharge against medical advice

Improve outcomes through family engagement

Gain post-discharge visibility for value-based contacts

Create a new recurring revenue stream from family subscriptions

Pathroot Strategy

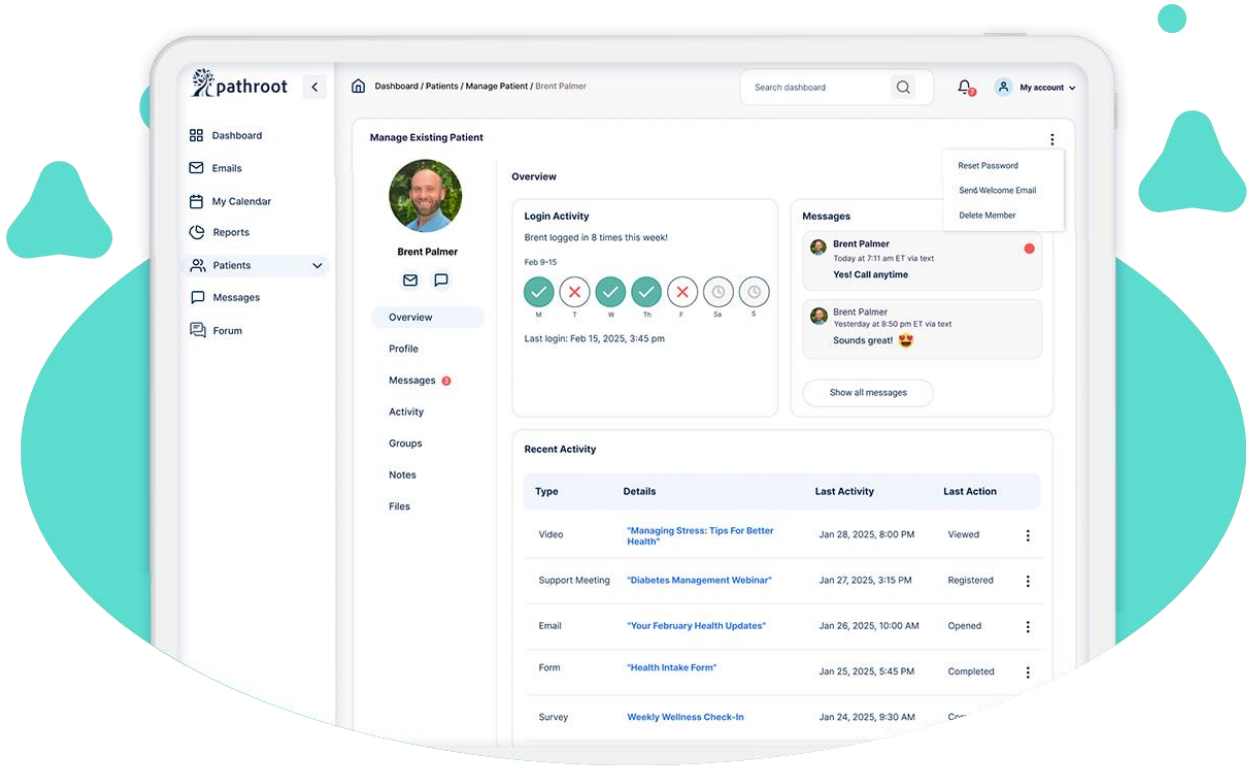
Family engagement outcomes are evidence-based

Research shows that when families are actively involved, patients don’t just feel more supported, they recover more effectively.

2X	50%	40%
Twice as likely to stay in treatment*	Fewer relapses after discharge*	Lower readmissions within 6 months*

*NIDA, Journal of Substance Abuse Treatment, SAMHSA

We turn family support into measurable outcomes



Enroll the Family in Minutes
Referral link, payment via program or Pathroot

A Co-Branded Experience
Program branding on dashboards & in resource center

Get Insight
Track engagement, run surveys, export data

Generate Revenue
Fees above wholesale rate become program revenue

Our Journey

2004 - Phoenix Outdoor

- Founded by Carolyn Bradfield & Bruce Ahern
- North Carolina licensed adolescent treatment
- Virtual family support
- Acquired by Acadia Healthcare

2013 - Convey Services

- Developed the SaaS platform
- Licensed for content networks & virtual events
- Used by enterprise customers
- Powered the Plathroot platform.

2019 - InterAct LifeLine

- Treatment program pilots for alumni support
- Collegiate Recovery Communities: KSU, Alabama, College of Charleston
- Paused as a result of the Pandemic

2024 - Pathroot Health

- Convey Services platform
- Developed programming and platform upgrades
- Launched proof of concept in 2024
- Opened Pathroot platform in May 2025

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