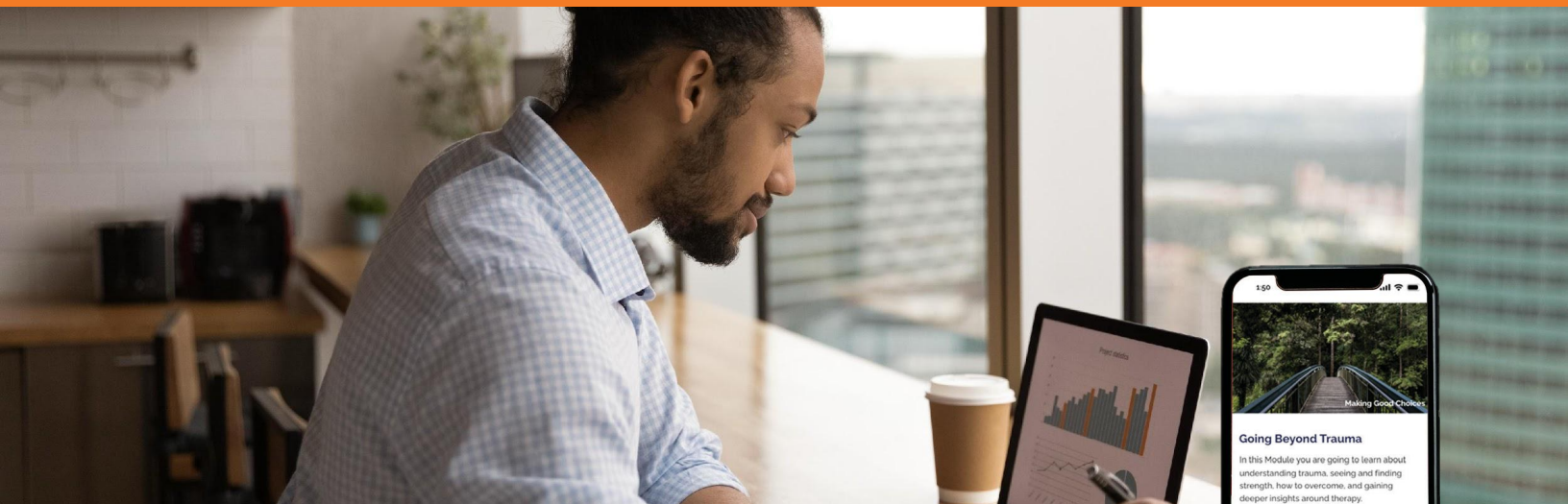


# INTRODUCING JOURNEY.DO

## A NEW ERA IN PERSONALIZED RECOVERY



- EVIDENCE-BASED AND THERAPEUTIC FRAMEWORK
- ANYTIME, ANYWHERE GROWTH PLATFORM
- AI-POWERED INSIGHTS FOR STAFF AND ORGANIZATIONS
- COACHING SERVICES

For providers of prevention, treatment and recovery services along with state and county justice leaders.

Who seek innovative solutions to break the cycle and harms of substance use, substance use disorder, co-occurring disorders and relapse.

Are intentional in their approach to care and driven to create lasting change in their communities, meet Journey.Do.

Journey.Do offers a comprehensive solution for recovery from substance use and co-occurring disorders. It combines advanced AI, real-time data, anytime-anywhere access, and trained coaches. Our program guides individuals from intake through sustained recovery, empowering them with the tools, coaching, and insights to build healthier lives.

**SCHEDULE A DEMO**



**CONTACT**

[steve@lifelabstudios.org](mailto:steve@lifelabstudios.org)

**VISIT US AT**

[www.journeydo.com/recovery](http://www.journeydo.com/recovery)

### REAL WORLD RESULTS

**75,000+**  
User Accounts

**250,000+**  
Story Connections

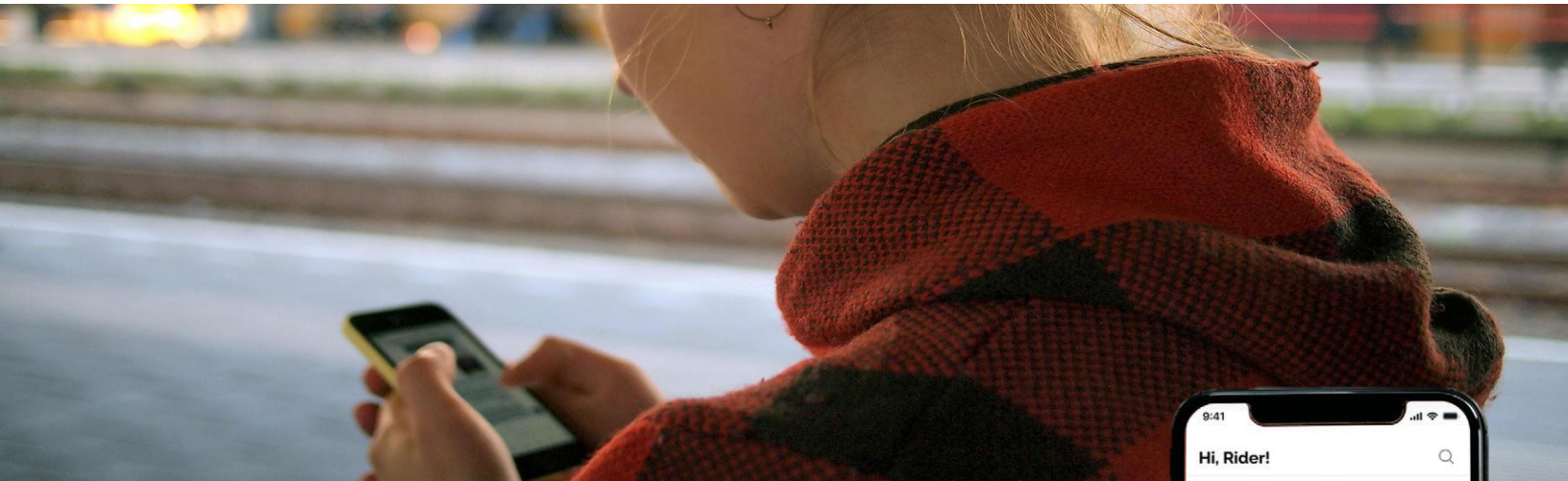
**75,000+**  
Stories Published

**250,000+**  
Lessons Completed

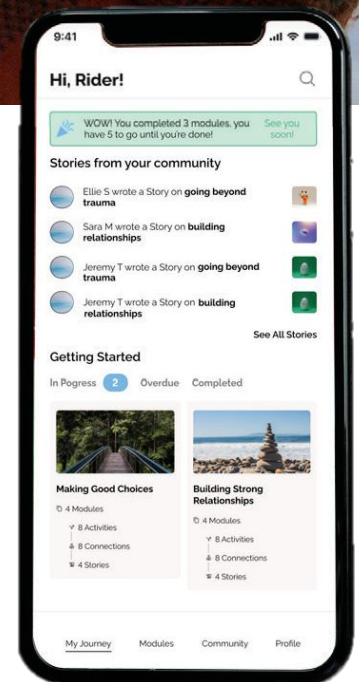
**55,000+**  
Microcerts Earned

# ANYTIME, ANYWHERE ACCESS

## JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM



- Individuals pursuing recovery for substance use and co-occurring disorder can access the Journey.do platform **anytime, anywhere, on any device**.
- From prevention, early intervention, treatment, continuing care and ongoing support, the platform allows for **real-time collaboration** with trained coaches, ensuring personal growth and resilience using **evidence-based practices**.
- All data is securely managed, with participants using SSO and 2FA within the learning app. Under the HIPAA regulations, service and software providers such as Lifelab Studios are considered business associates and the required HIPAA Business Associate Agreement (BAA) is signed for all covered entities with whom we work. At Journey.do, all our staff are trained in confidentiality and reporting practices.
- **AI is utilized** to deliver high-quality, personalized feedback, insights on individual engagement and progress, recovery plans, and transition plans.
- Built for a mobile-first generation, our connected growth platform ensures **individuals feel seen, supported, valued, and empowered** throughout their recovery journey.

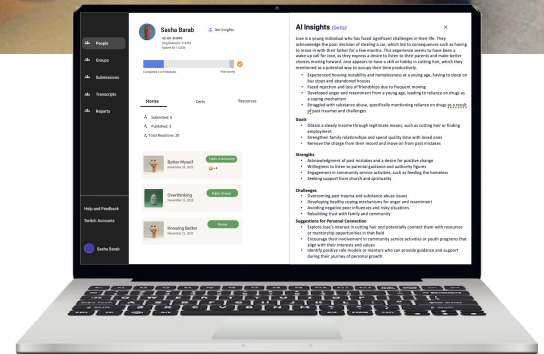


# AI INSIGHTS

## JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM



- In partnership with the National Science Foundation, The Journey.do program has developed a groundbreaking **AI-Powered Growth Platform**.
- AI is seamlessly integrated into the platform's core, with a focus on fostering human connection through actionable, **personalized insights**.
- The AI is trained to compile unique, **strength-based and trauma-informed insights** from participant interactions.
- AI driven insights **empower counselors, recovery specialists, and coaches** to enhance their ability to support individuals with hyper-personalized and meaningful feedback, tailored recovery plans and relevant transition plans.
- **Insights** are aggregated across groups, counselors, and organizations, providing powerful **outcomes and engagement metrics**



Developed with support from the National Science Foundation, SBIR grant # 2333168

This is a tool program leaders, staff and participants need to achieve their goals.

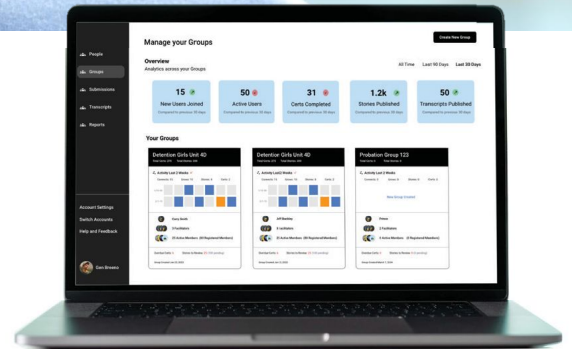


# TRAINED GROWTH COACHES

JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM

## PROGRAM

- Our wrap around **coaching service** provides individuals structured, personalized recovery pathways based on **each person's unique needs** and challenges.
- **End-to-end support** from intake to transition, fostering growth through trauma-informed and strength-based feedback that is both personal and supportive.
- **Deeply engaged** throughout the journey, our Coaches assign recovery modules, monitor progress, and provide **real-time reporting**.
- Each coach is trained in the area they are supporting (Family, Recovery Support, Parenting, Justice, etc.)
- We ensure individuals are fully supported as they work toward **lasting change**.



# THE RECOVERY BUNDLES

JOURNEY.DO: THE FIRST AI POWERED GROWTH PROGRAM



- Our Recovery Program includes **bundles** with multiple structured journeys for people seeking recovery.
- These bundles build **essential skills and life change** needed to initiate and sustain recovery and to avoid the harms associated with SUD and mental health challenges.
- We also offer **specialized journeys** for family members, helping them overcome denial, develop supportive habits, and foster a healthier environment that aids the recovery process.
- Get **Be Spoke Programs** - Put your program content on our platform, run by your coaches or ours.

## ○ PATHWAYS TO RECOVERY

- Cognitive Behavior Therapy
- 12 Step Facilitation
- Motivation Enhancement Therapy
- Mindfulness-based Relapse Prevention

## ○ CONTINUING CARE

- Building Recovery Capital
- A Recovery Lifestyle
- Mindfulness-based Relapse Prevention
- Suicide Prevention
- Overdose Prevention



## ○ OTHER JOURNEYS

- The Barnes Family Institute
- Parenting with Purpose
- Recovery Coach Training
- Marijuana Prevention
- Vaping Prevention
- Pursuing Health and Wellness
- Understanding Addiction, Reducing Risk - Youth
- Reducing SUD and Opioid related harms by addressing SDoH - Adult

# INTAKE TO OUTTAKE

## JOURNEY.DO: RESEARCH-BASED BEHAVIORAL CHANGE FRAMEWORK

All programs are based on our research-based, behavioral change framework to ensure change happens. The framework is deployed using our coaching dashboard and AI-enhanced platform, supported by coaches from intake to outtake.



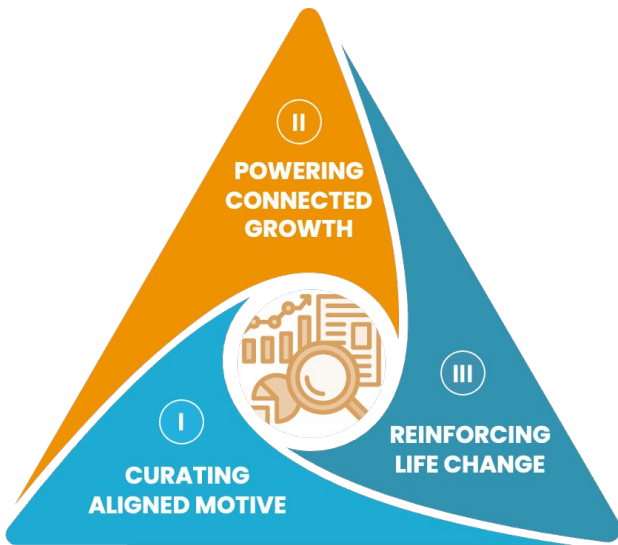
We start programs with aligned motive, built through an intake meeting. AI is used to create a personalized recovery plan. The plan is validated by your staff and signed by relevant parties.

People then progress through our patented learning cycle and engage evidence-based lessons, receiving strength-based and trauma-informed feedback from our coaches as the capstone of each Module. Growth happens as part of small groups, using our safe and secure, small group anytime, anywhere, journey platform. Gamification meters track progress.

AI insights are always available to your staff. Certificates are earned in each growth area. Upon completion, an AI-enhanced transition plan is created and shared with relevant parties.

# RESEARCH-BASED BEHAVIORAL CHANGE

## JOURNEY.DO: EVIDENCE-BASED PRACTICES TO ENSURE CHANGE



### I. CURATING ALIGNED MOTIVE

- Building a Coaching Connection (Grant, 2003)
- Motivational Interviewing (McMurrin, 2011)
- Creating a Plan for Success (Locke & Latham, 2002)
- Establishing Authentic Motive (Deci & Ryan, 2008)

### II. POWERING CONNECTED GROWTH

- Pursuing Meaningful Goals (Sheldon & Elliot, 1999)
- Connecting to Peer Stories (Miller & Rollnick, 2012)
- Using Quality Content (Ward, 2009)
- Authoring Life Stories (McAdams, 2001)
- Engaging Strength-Based Feedback (Spreitzer & Porath, 2012)
- Building Social Reputation (Christakis & Fowler, 2013)
- Leveraging AI Insights (Gilks & Woolley, 2020; Dede, 2021)

### III. REINFORCING LIFE CHANGE

- Validating Growth Milestones (Locke & Latham, 2002)
- Demonstrating Change (Prochaska, DiClemente et al. 1992)
- Planning for Life Success (Schwartz et al., 2002)

Research has shown that a multidisciplinary approach and transtheoretical model approach to personal growth and wellness leads to sustainable outcomes (Prochaska, 2013; Riley et al., 2019).

The integration of evidence-based practices from diverse disciplines provides a solid foundation for our **therapeutic learning framework**. Underlying our coaching dashboard and service motion is the deployment of multiple evidence-based practices.

By weaving together these evidence-based practices, our framework offers individuals a supported personalized pathway towards personal growth, ensuring that real change happens.





# ABOUT US

**Lifelab Studios** is a spin-out of Arizona State University and is led by a team of learning scientists, behavioral health experts, platform engineers, growth specialists, and successful entrepreneurs.

Our program solutions bring together what the science says about behavior change, human learning, relationships, and innovation.

## WE BELIEVE THAT

- Personal growth is critical for life success and fulfillment, and that everyone has the potential to do amazing things.

## WE ARE COMMITTED TO

- Providing organizations and participants with the best behavior change platform in the world, supported in a manner to ensure personal growth.

## WE ARE DEEPLY PASSIONATE

- About powering personal growth through small group journeys where members are seen, valued, and validated for what they are able to achieve.

**Schedule a Demo**

Contact:  
[steve@lifelabstudios.org](mailto:steve@lifelabstudios.org)



A personal growth and wellness company.

Makers of



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