

STATE OF THE INDUSTRY THIS WEEK | MAY 4, 2020 | WEEK 1 RESULTS

Weekly Director Poll

The Weekly Director Poll connects organizational and program leaders nationwide—helping them adapt to the new needs emerging weekly in our industry. This data briefing offers a selection of data “must reads” compiled by a panel of data analysts, sourced from the Weekly Director Poll conducted by behavioral health and recovery organizations and associations, and powered by Gloo technologies.

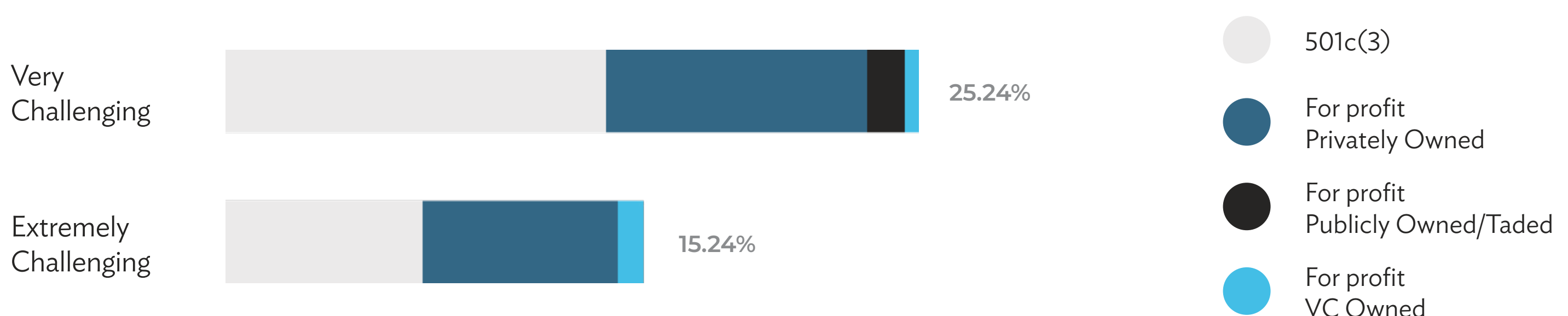
Here are some highlights and associated data:

- We know that the transition to digital, virtual solutions is happening at record pace, but these findings dramatically confirm the anecdotal evidence. Look for more from this initiative about how leaders will manage the transition to telehealth solutions in the near term and after the COVID-19 crisis.
- It remains a concern across the industry that while there is a growing need for treatment, fewer people are willing to seek help. The pre-existing addiction and mental health crisis has not abated, but only accelerated in response to the crisis.
- There seems to be a groundswell of both innovation energy and market interest in scaling the digital transformation wall that seemed so daunting pre-COVID-19. This initiative is committed to supporting that transformation.
- There seems to be a firm recognition that shared trauma like the current crisis makes recovery that much more challenging. We hope that sharing of insights and data like this provides ongoing value to organizations whose mission it is to help mitigate the adverse effects of COVID-19 on the recovery of those we serve.

Leaders at Work

In the realm of personal wellness, leaders indicated that the work/school dimension is the most adversely impacted area of their life with over **40%** of them rating it as very or extremely challenging in the context of the crisis.

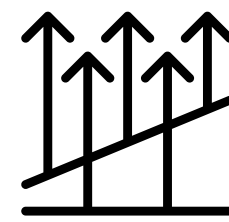
Here are the results by organization type:



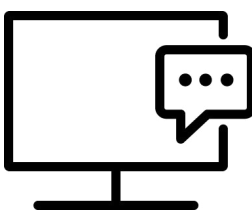
Top Priorities This Week



Managing staff burnout and stress was the highest organizational and staffing priority this week—nearly half of the responses said it was a priority.



Admissions were the highest financial priority this week, as nearly 2 out of 3 leaders reported a decrease in admissions/intakes in the past week.

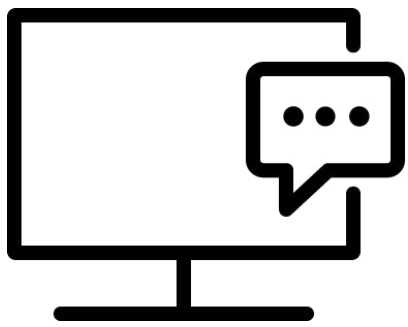


Using telehealth to deliver billable services was the highest service delivery priority of this week, with 74% indicating an increased use of telehealth or technology in the past 30 days.



Implementing correct safety protocols as well as social distancing measures were the two highest health and safety priorities this week, with almost equal priority identified.

Telehealth & Other Digital Tools



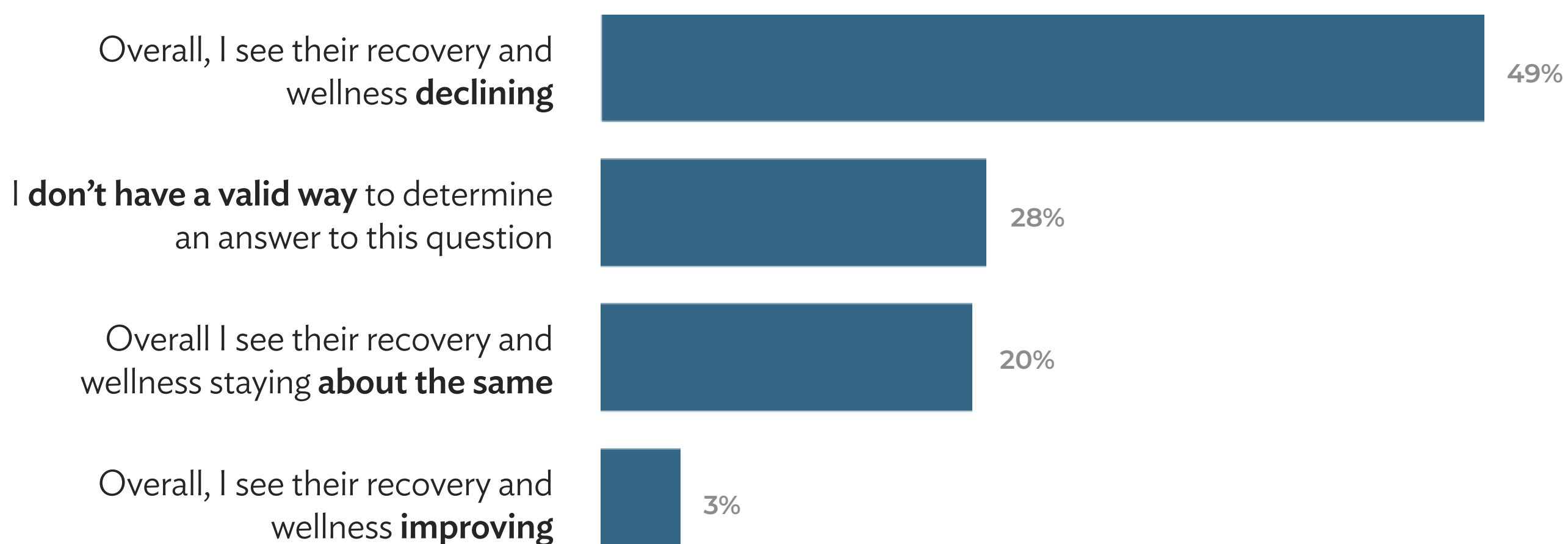
74% of organizations have increased their technology and telehealth use in the previous 30 days.

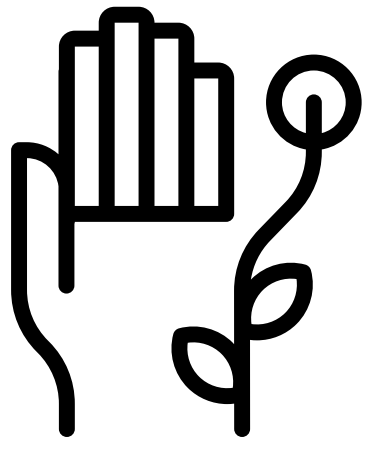


This trend towards digitization includes peer-based and alumni programs, where (if present) organizations are increasing virtual coaching and group video sessions.

Impact on Recovery & Wellness

Nearly half of the leaders polled see the recovery and wellness of their clients declining in the context of COVID-19.





Coming Soon!

We are looking forward to providing more insights and more data as more of you repeat the poll and more directors are added. We are here to help you and your organizations have the ability to make decisions with real-time information and learn from each other.

Soon you will have the ability to:

1. Filter results based on size and type of organization.
2. Access staff and client/alumni weekly Check-Ins.
3. Learn how your staff and clients are affected by the crisis.

[Take This Week's Poll](#)

This data is considered to be a convenience sample due to the nature of the collection mechanism. Data reflects the last update on Friday, May 1, 2020 at 10:00 a.m. MST.
