Executive Summary

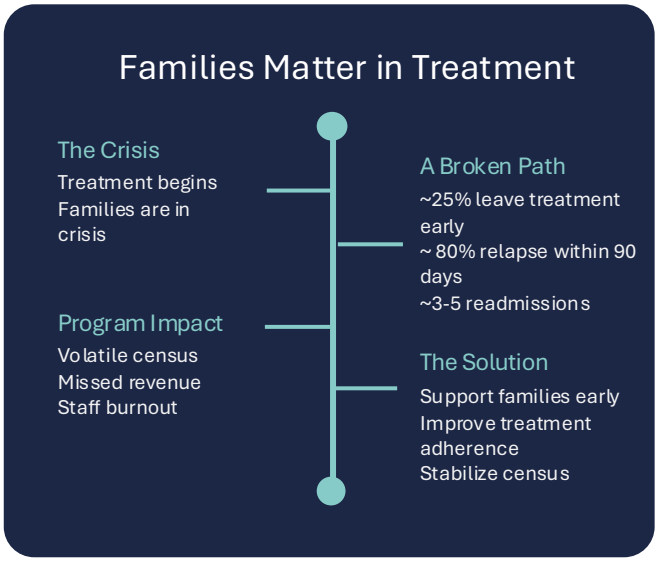
pathroot™ health

Pathroot Health provides a turnkey family-engagement platform for addiction treatment programs, starting the day a patient enters care to increase treatment adherence and post-discharge success while improving program retention, reputation, and financial performance.

Pathroot standardizes family engagement as a core operating practice from intake through aftercare. By turning an ad-hoc, labor-intensive task into an operated, provider-branded service, programs reduce early discharges, deliver smooth step-downs, and lower acquisition costs, leading to steadier census and financial stability.

The Gap We Close

Families are often sidelined when treatment begins, fueling AMA/ACA early exits, fragile transitions home, high relapse/readmission rates, and payer denial pressure. Programs need a scalable, operated way to equip and include families while producing clear evidence of participation and outcomes.



Why Now?

- **Staffing constraints** make in-house family services unrealistic.
- **Payers expect documented engagement** aligned to value-based care.
- **Families expect virtual inclusion** and structured support.

The Business Model

- **Sell to private programs** via direct enterprise sales and channel partners.
- **Enroll at intake:** default family invitation on day one.
- **Family-pay subscription: $300 per family-year** (program sets retail; Pathroot can process and share revenue).
- **Per-site unit model:** ~40 families/month → ~480/year → ≈$144k ARR per site.

Benefits to Programs

Without family engagement programs face higher discharges against medical advice, relapse rates and poor outcomes. Family support through Pathroot delivers:

- **Higher completion; fewer AMA exits** → steadier LOS.
- **Stabilized census** by reducing mid-stay churn.
- **Lower CAC** via family referrals, reviews, and testimonials.
- **Stronger differentiation & reputation** with a branded family program.
- **Payer-ready engagement evidence** for UR/denial prevention.
- **No added staff; less team stress** with operated delivery.
- **Incremental revenue** from family-pay subscriptions (program keeps margin)

Contact: Bruce Ahern: bruce@pathroot.com

Our Solution

Pathroot standardizes family engagement from intake through post-discharge with community support, guided learning, and live groups using AI to personalize support and flag early-exit risk.

What Pathroot Delivers (operated, provider-branded)

- **Live family groups** with attendance capture
- **Guided learning** (short, clinically aligned modules)
- **Private community** with moderation and safety policies
- **Check-ins, surveys, and messaging** (reminders, satisfaction)
- **Dashboards & exports** of documented engagement for UR/denial prevention and outcomes work
- **Mobile-friendly,** no app required; white-label portals

How the Partnership Works

- **Enroll at intake.** Programs enroll the family the day the patient intakes into treatment.
- **Operated delivery.** Pathroot runs groups, moderates the community, provides education, and delivers engagement tracking.
- **Data back to program.** Dashboards and exports show family engagement and are mapped to payer expectations and treatment planning.
- **Billing.** Family-pay an annual subscription with the program setting the price. Pathroot can process payments and share revenue.

Outcomes We Target

- **Higher completion** and stronger treatment adherence; fewer AMA/early exits
- **Smoother step-downs** to IOP/OP/aftercare with prepared families
- **Financial stability** from fewer empty beds and lower cost of payer acquisition.
- **Improved market reputation** from positive reviews and referrals to the program.

Traction

Pathroot has secured treatment program commitments leading to $1.8M ARR in 2026

- **Platform Opened June 2025:** Committed partners representing an estimated ~$1.8M ARR within 12 months of rollout.
- **Partnerships:** multi-site operators in the U.S. (e.g., Acadia Healthcare, Turning Point Centers, Jaywalker Lodge, Recovery Unplugged).
- **Pipeline:** ~6,000 families identified for near-term onboarding; enterprise discussions in progress.
- **Enterprise platform**; multi-tenant, program-branded portals, personalized support, AI to help drive engagement and identify risk

Contact: Bruce Ahern: bruce@pathroot.com