



Executive Summary

There are many elements to this abstract of the overall business model and proposed operation called Hidden Creek Recovery & Retreat. To enumerate the constituent elements that will comprise the overall concept, incorporates many parts as a "*recovery retreat*" to be operated in West Georgia-- just a one hour drive from Atlanta:

1. The contemporary 9,000 SF commercial lodge on a secluded 70 acre heavily wooded estate with a year-round running creek significant to the area's run-off, bisects the property. The property is owned by the principal.
2. Commercially zoned property, fully sprinkler'd building, health department permitted commercial kitchen, and county operating business license for a recovery retreat, are in place. The lodge, which construction as a B&B was completed in 2005, previously operated as a banquet and event facility from 2005 - 2008, and then closed, with the lodge serving as a private residence for the builder/operator;
3. The lodge has been undergoing extensive renovations and bedroom/bathroom remodeling for the past year and a half to repair deterioration and upgrade the entire structure, as well as modernizing the bedrooms & bathrooms;
4. The enterprise will primarily operate as **hospitality-business model** which is in it's operational essence, would be a bed & breakfast style retreat format with 9 bedrooms and 16 available beds. The retreat concept is a package that includes lodging, all meals, snacks and beverages, housekeeping, entertainment, and the subject-matter syllabus and curriculum as discussed below;
5. The secondary purpose, would be to offer a bespoke and exclusive interest-specific intensive workshop & retreat-- offering a specialty program and courses related to a target demographic group. While it was originally anticipated to utilize the property and facility as an inpatient alcohol rehab as the highest and best use of the property, such an endeavor requires some amount of licensing and credentialing, as well as professional medical staffing. However, as an anomaly, Georgia only requires facility licenses to treat drugs... not alcohol.

Nonetheless, the principal has identified an unique opportunity that is considered the next-generation of medication treatment for addiction that obviates much of the ubiquitous conventional alcohol & drug addiction treatments protocols that have proliferated around the country. U.S. agencies such as SAMHSA, NIDA, as well as other

numerous agencies, have pulled-out all stops on the government's war on opioids and alcohol, approving a number of medications recognized to be effective in treatment of the disorder.

The addiction treatment industry is now on the threshold of an already effective drug (naltrexone), a developmental long-term extended-release application/treatment (by a subcutaneous implant) currently under an IND application-- to most likely being approved by the FDA in the near future. Such drug will be the next big-thing in MAT treatment-- requiring specific recovery support regarding the associated behavioral issues, but not requiring actual professional treatment. In the vernacular, most patients who have been prescribed this harmless drug-- lose their desire for drinking or for opioids. The problem had been historically because those patients simply cease receiving the naltrexone injections... a well known issue documented by numerous top researchers and clinicians specific to all the published studies on naltrexone.... referred to as either "*compliance*" or "*adherence*" issues affecting the long term outcomes studies results of naltrexone treated subjects. People simply don't want to have to run to the clinic each month to get an injection of *Vivitrol*® (*also, it's very expensive, and many don't have premium policies that will cover the monthly costs*). With the next-gen technology on the horizon, the extended release naltrexone implants that will initially last three months (*only because doctors want to see their patients that often*), however in Australia, Russia, and India-- that have developed implants that have been in use for years now, that can be effective for up to 12 months.

An adjunctive behavioral adjustment program is necessary for the transitional period between a patients discharge from a detox, and undergoing the 15 minute procedure to receive a naltrexone implant (*now available from specialty compounding pharmacies*), with the addiction- impulses under control by the naltrexone effects, these subjects want to get back to their busy lives-- not to spend another month in a place they don't want to be. But for a patient to head back home-- is just simply too early-- even with the naltrexone implant. There aren't any other attractive or palatable alternatives-- except for a transitional retreat for a week or two that will provide the adjustment, the serenity, immersion, camaraderie, and the cognitive education and instruction supplied to them in a retreat-seminar-workshop environment. It will be by every definition, a "recovery retreat" for a client's transitional readjustment from detox & implant procedure-- back to their former life, albeit with a new and optimistic perspective and agenda (*we call "renewal"*).

The words "recovery" and "healing" can be interchangeable within this context, and the *intensive workshop* will more resemble a seminar format embodying a more modern and holistic version of an AA meeting (called [Smart Recovery](#)), then anything having to do with professional or clinical therapy-- which would require licensing and licensed professional staffing.

Not to stereotype the proposed program genre -- but it would more resemble a new-age yoga style meditational healing retreat destination than it would a clinical-therapy rehab. It's concept is unique and innovative, and would incorporate complimentary elements such as peer-group sessions, educational studies, entertainment, and a recovery curriculum designed by the actual drug manufacturer-- **BioCorRx**®, and provided to Hidden Creek to adapt into a cutting-edge syllabus.

Hospitality Operating Model

As a hospitality operation, and as such, will require specific staffing: a facility manager, a chef, an assistant cook, housekeepers, security, maintenance, transportation, landscaping & grounds-keeper, and a part-time IT person.

The *retreat* characterization is a marketing concept to a very specific target demographic-- high functioning individuals with alcohol or addiction history-- who have undergone detox and subsequently chosen to undergo a specific medication treatment (MAT)-- either naltrexone injections, or naltrexone implants. Both applications block the cravings for alcohol/ opioids, and the effects should one "slip"-- which prevents a relapse, because the subject fails to experience any euphoric pleasure due to the systemic medication.

This is state-of-the-art technology, and there are approved extended-release naltrexone implants in Australia, Russia, India, and other parts of the world, that have been in use for years-- that will last systemically for upwards of a year or more. The current NIDA funding and FDA trials are for implants that are only effective for a 3-month life-- only driven by the doctors who want to see their clients every 3 months-- not the technology of long-term release that is available in the other the countries mentioned.

Hidden Creek Retreat is working directly with [BioCorRx®](#), a publicly-traded company (OTC) based in Southern California, which has received close to \$6MM from a NIDA grant to develop extended-release naltrexone implants, and has applied to the FDA for approval to manufacture the implants under an FDA [IND application](#).

[BioCorRx®](#) has designed their own recovery support self-study curriculum they make available for free to all naltrexone implant patients to augment and reinforce patients' cognitive commitment and resolve to continue the periodic treatments (*called adherence or compliance*), and to address their dysfunctional behavioral patterns associated with their addiction. They also have a subscription-based app and a six month telehealth peer-support hot line program available. They advocate compliance and adherence to receiving the periodic refresher-replacement implant by their [Beat Addiction® Program](#) materials and syllabus, that they have provided to Hidden Creek Recovery to incorporate into the intensive workshop seminar, providing educational classes, seminars, recovery coaching, and peer-support sessions ([Smart Recovery](#)) in an enticing, upscale, secluded, and serene country retreat environment and atmosphere. It will be a desirable destination for one's recovery.

Such classes in the form of an intensive workshop would support redefining attendee's lives characterized as ex-alcohol or drug dependent, and avoiding all the traps and triggers that were part and parcel of the addictive life-style-- and regaining the balance, control, and equanimity in their lives, as well as encouraging their continuation of receiving the refresher implants.

Our strategy is unique, cutting-edge content and structure, reinforces, and supports **BioCorRx®**'s next gen MAT technology. Our success will be directly related to the advances and success of the **BioCorRx®** naltrexone implant, which is poised for explosive growth as the "next-gen" treatment in Opioid and Alcohol abuse.

At this writing, to our knowledge there are no other **recovery residence** operators offering anything similar to what we are intending to do-- establish a "**recovery retreat**" (*an adaptation of the term or designation "recovery residence"*) that would be a appealing alternative for high-functioning, high intellect, and highly-motivated afflicted individuals who recognize and are confronting their addiction-- and seeking a medical solution to alleviate and mitigate their cravings, rather than trying to their own willpower to "*just say no to drugs or alcohol*"-- a proposition that such clients have found to be ineffective and/or unsustainable. That is the demographic that wants to get off the merry-go-round, and is seeking the most modern and effective technology to help themselves to.

The Recovery Retreat would operate as a short-term recovery residence following discharge from detox, and after undergoing a very minor implant procedure for the ER naltrexone. There will be no professional services to be rendered, and no licensed clinicians or medical personnel required. Sober Living homes are NOT considered treatment facilities, and the residents are considered to be independent. Therefore It is therefore unlikely that there will be any insurance coverage, and will operate as a self-pay model. The pricing would be commensurate for someone going on a cruise for a couple of weeks.

Program Mission Statement

The retreat style intensive workshop syllabus will augment the BioCorRx naltrexone implant-- as "*recovery support*". The course is the transition stepping-stone from the detox & implant phase-- to the return to life as the "new normal"... with the anticipated or expected loss of interest in alcohol or drugs due to the naltrexone implant.

Once a patient undergoes the BioCorRx implant procedure, their "recovery" is the transition back to their real-world lives... minus the compulsions or desire for alcohol or drugs. All that is left are the damaging counterproductive behavioral habits to address... we need to implement a smooth transition which can be characterized as "recovery support", and to elicit a commitment from the participant to stay with the program, and to pursue a "refresher" implant when it is time.

The objective for the intensive workshop curriculum-- is that the participant need to be inspired, motivated, activated and engaged to stay with an online or virtual coaching program offered by **BioCorRx**[®] that will reinforce adherence and compliance with future naltrexone implants. And to also educate the participant into all things attendant to naltrexone, the history, and how and why it works on the brain

The clientele is not necessarily obligated to continue with the **BioCorRx**[®] Recovery Program (called "*Beat Addiction*[®]"), which operates primarily through a phone app, but their motive is to generate program adherence and compliance¹ for repeat periodic refresher implants, and when the retreat workshop is completed, the clients should be proactively motivated, energized, and galvanized in their new life.

¹ **Medication adherence** is the "act of filling new prescriptions or refilling prescriptions on time." **Medication compliance** is the "act of taking **medication** on schedule or taking **medication** as prescribed.

As part of the daily program structured regimen, the retreat should offer a fully-immersive schedule and curriculum to assist the clients in becoming grounded and feeling secure and confident that the systemic naltrexone will effectively block the cravings.

The basic platform components of the workshop curriculum schedule , will incorporate:

- Daily **SMART Recovery** sessions: [behavioral change 4-Point Program](#)[®] :
 - (a) *Building and maintaining the motivation to change.*
 - (b) *Coping with urges to use.*
 - (c) *Managing thoughts, feelings, and behaviors in an effective way without addictive behaviors.*
 - (d) *Living a balanced, positive, and healthy life;*
- **BioCorRx's**[®] [CBT Program](#) (32 modules);
- **Contingency Management:**
We would need to develop a reward program to reinforce long-term compliance. These would consist of vouchers or credits for coaching or support services, that would be awarded in exchange for clean drug testing, or periodic compliance.
- [Mindfulness Training](#) and/or [Shinrin Yoku](#) (forest bathing) hikes in our nature preserve;
- AV presentations of various addiction-related films ("[Reel Recovery](#)" [Film Festival](#) format) with post-screening discussion groups;
- "[Neuroplasticity: Retraining the Brain](#)" Webinar-- "*How to Lose Interest in Drugs in 7 days*".

A Dr. Kevin Fleming [Grey Matters](#) zoom streaming webinar or virtual lecture. While some of this could be canned/ pre-recorded, and some a live 2-way Q&A, we might pre-record this into 6 or 7- 1 hour sessions. We are currently under discussions with Dr. Fleming.

Primary Marketing Plan

Patients being discharged from either detox facilities or residential rehabs, are presented with plan options by the operators. Such options presented, should include a fast-track alternative *recovery retreat* to traditional IOP, PHP or sober living treatment options.

If the discharged patients chooses the transitional intensive workshop, or the optional *extended-release* ("ER") naltrexone treatment plan, the likelihood of compliant and abstinent outcomes increase exponentially, as the patient's brain receptors will become "unwired" to the cravings and the patient will lose interest in consumption of alcohol or opioids.

Over the span of a year to a year-and-a-half of undergoing the ER naltrexone implants, the neural pathways to the $m\mu$ receptors degenerate and atrophy, and the cravings ultimately become extinct-- obviating the brains' appetite for alcohol/opioids.

A long-term solution for continued abstinence via peer-support is available through phone apps and web-platforms to help such patients long-term resolve and commitment to "*saying no to drugs and/or alcohol*"- a concept developed and established in Hidden Creek's "*Beat Addiction*" intensive workshop. The workshop will achieve and earn such long-term commitment from the program participants.

Operational Legal Authority

A "*Recovery Residence*", also known as a "sober living home" operates as an unregulated recovery support program as a flexible structure as s provided for as a legal exemption in:

Georgia Department Of Community Health- Healthcare Facility Regulation Chapter 111-8-19-.21

Residential Transitional Treatment Programs. Such residences provide services on an intermediate basis for clients characterized as chronic substance abusers who are transitioning to the community or to other treatment modalities, and who, typically, lack a stable living situation and require variable levels of therapeutic services. **Facilities that only provide housing for persons, such as half-way houses or temporary shelters, are not subject to licensure as residential transitional treatment programs, unless the residence offers treatment services, or is a supportive service owned and/or controlled by a licensed program.** O.C.G.A. §§26-5-5, 26-5-6.

Hidden Creek Recovery will not offer and treatment services. The Intensive Workshop Retreat will incorporate recovery support coaching methodologies such as

- (a) education and entertainment
- (b) peer-support groups that are led by *Smart Recovery* methodology practitioners;
- (c) advocates for naltrexone as an effective treatment for alcohol and opioid abuse. The retreat is a progressive and supportive lodging and renewal transition between a detox facility, and returning to one's life and routine.
- (d) promoting belief and reliance on (MAT) medications as an FDA approved long-term solution to potentially extinguish addictive cravings;
- (e) Mindfulness and holistic "healing" and affirmation techniques.

Hidden Creek Recovery will become a member of National Association of Recovery Residences (NARR), and Georgia Association of Recovery Residences GARR, which is an affiliate of NARR. Each is an SRO ² with it's own operating rules.

While we would opt for this affiliation-- there is no requirement to either join, or to characterize ourselves as a "*sober living home*" or a "*recovery residence*", although there are elemental similarities. There are also major differences, so under such affiliation, we would redefine a classification of a "***recovery retreat***" as an innovative state-of-the-art recovery support program

² Self Regulatory Organizations

and venue to augment the newest advances in MAT ³, while retaining some of the basic premises and principals of a recovery residence.

The decision to rely on next-gen medication to suppress the effects of opioids or alcohol, would be the same as a diabetic relying on insulin, however with the cutting-edge advances in long term delivery (called "*depot deposit*") of extended release naltrexone, is a major step in recovery that circumvents conventional proscribed months of rehabs-- removing the euphoric effects, that even a thought process of anticipation of "getting high"-- does not generate and "*warm and fuzzies*" in the brain... usually a trigger that starts a drinking or drug episode.

This major step of committing to undergoing a naltrexone implant for the highly motivated clientele demographic, however, should be accompanied by an expedited short-term *recovery support solution* in the form of an intensive and proactive workshop-- not months and months of rehab. If a person has an initial assessment that evidences there are other co-occurring (psychological) disorders, the client will be declined and referred to consulting clinicians and therapists for follow-up therapy.

The content of the intensive workshop program will have continuity beyond the term of the attendee's physical workshop attendance using the state-of-the-art teleconferencing platform capabilities, and a peer-support smart phone app accompanying their return journey to sobriety. The workshop curriculum will engage the participants in the use of the platform as a "check-in" to track or chart their progress, and provide virtual peer-support if and when necessary, as well as providing periodic positive affirmations and maybe even a text-messaging news feed on new technological advances in addiction medications. Our goal, would be to keep those persons choosing the implant, engaged, involved, and pro-active in their own recovery-and to persuade or promote their follow-up with the next scheduled implant. The objective, is to make the retreat so enjoyable or pleasurable a stay (*as would be expected with a "staycation"*), that is possible that they might want to attend refresher courses during the continued ongoing course of their naltrexone treatment or procedure, or at intervals between refresher dosages.

This document is an abstract of a larger 75 page+ document entitled "*Hidden Creek Recovery & Retreat Business Model & Concept*", containing a complete compendium of references, citations, studies, financial forecasts, and operating details and plans.

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³ Medication Assisted Therapy