

ASHLEY ADDICTION TREATMENT

2022 Annual Report

Photo Credit:
Gabbis Galleria
GabbisGalleria.com



Ashley
Everything for Recovery

"Father, you can talk until you die, ... but then what? ... Why don't we build a treatment center where everything you stand for can go on, where laypeople can get the kind of treatment priests got from Rip at Guest House?"

— Mae Abraham, *One Step More: The Life and Work of Father Joseph C. Martin*

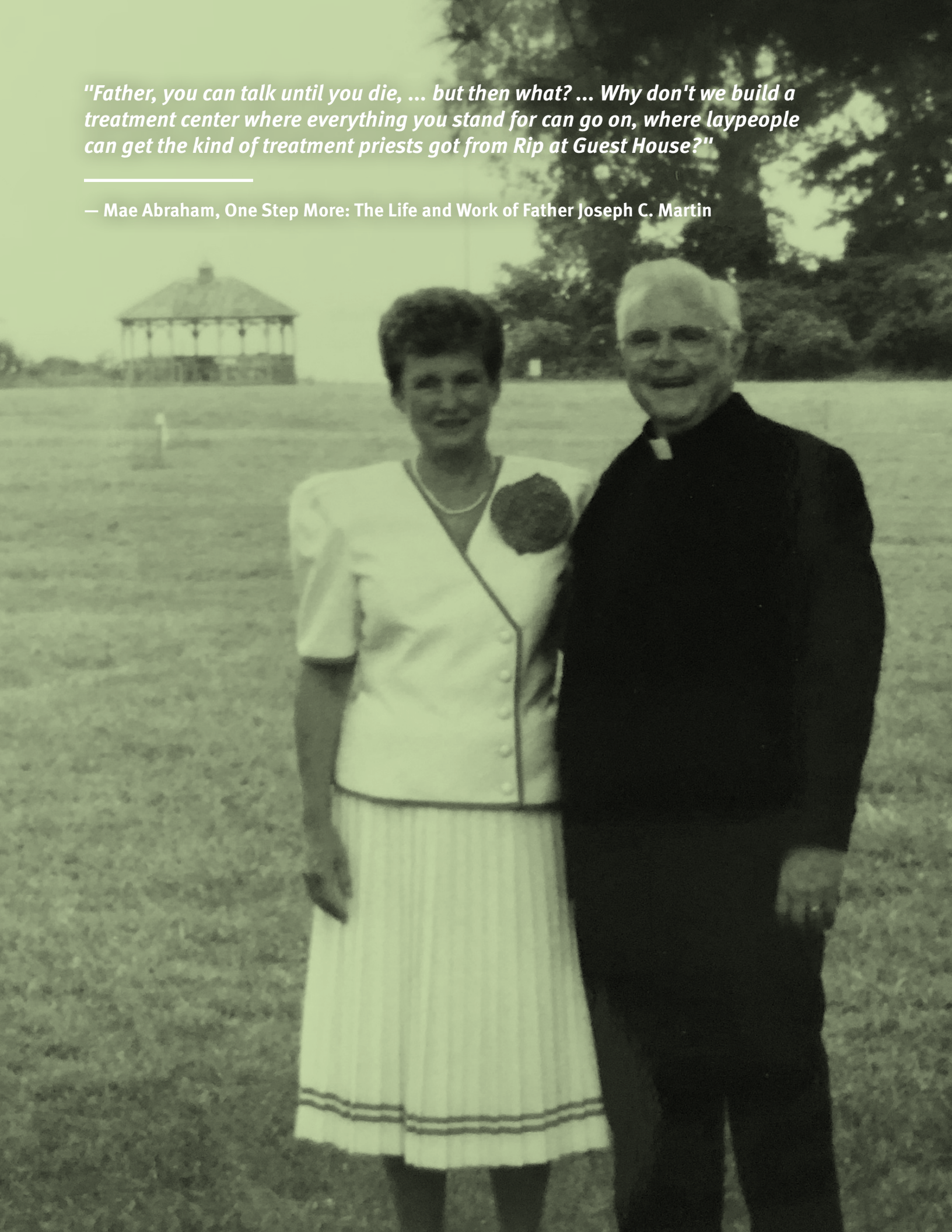


TABLE OF CONTENTS

- 04** Letter From the
Co-CEOs & Presidents
- 05** Donor Highlight
- 06** The Ashley Board of Directors
- 07** Letter From the Board Chair
- 08** Research & Innovation
- 10** Staff Spotlight
- 11** Our Impact
- 12** Alumni Spotlight
- 13** Financial Highlights
- 14** Event Highlights

Left to right:

Mae Abraham & Fr. Joseph Martin
Ashley Co-Founders



LETTER FROM THE CO-CEOS & PRESIDENTS

Left to right:

Greg Hobelmann, M.D., M.P.H. & Alex Denstman, MBA

Looking back at the previous year, we always reflect on how we have personally served Ashley and, more importantly, how Ashley has served our patients and their loved ones.

While the COVID-19 pandemic continues to impact us and those we serve in many ways, other economic, political and social developments have exacerbated the need for high-quality treatment and impacted the environment in which we provide care. To help our patients and their loved ones and support our local communities, we have taken many steps to expand and improve our care.

Supporting young people and their families in our community, we opened our newly renovated location for The Clubhouse by Ashley ("The Clubhouse"). Through the generosity and commitment of the Harford County government and the hard work of our staff, we now have an inviting and safe place to house our free, prevention-focused after-school and summer program. With The Clubhouse, we help teens to learn, grow and have fun without substances and bring the whole family together.

When we reopened our campus for the first time since the beginning of the pandemic for an in-person event in May 2022, we felt the excitement, the energy and the joy of those who joined us. We were able to honor Mae Abraham and women in recovery at our 15th Mae Abraham Legacy Luncheon, golfed to raise funds for veteran treatment, got moving together to support research and recovery, and celebrated diversity, equity, and inclusion in treatment.

While events and in-person chapter meetings were on hold, our alumni community remained close and continued to grow through daily online chapter meetings, our Chalk Talk app and more.

We are incredibly grateful for all the volunteers who helped our community stay connected. Now that we are able to get together again in person, we feel it is time to give back! After bringing back the annual alumni reunion, we are also bringing back our regional alumni chapter meetings, quarterly fellowship events and Recovery Engagement Days. In the future, we will be adding new movement-focused events, like running, yoga and nature walks. We are also working on an exciting new pilot project about which you will hear more later — keep reading.

As many of you know, our co-founders were pioneers, and thus Ashley has always been at the forefront of substance use disorder (SUD) treatment. It is our responsibility to commit to research, so we continuously improve treatment and increase access to care across the entire industry. We have continued to develop our research program, implementing the second pillar of our one-of-its-kind database — biometric data collection with WHOOP Unite. Together with our psychometric data, this new dataset will enable us to gain never-before-seen insights into SUD and change the face of addiction medicine.

Our research program and center also form one of the four pillars of our five-year vision for Ashley. We are working with all staff to refine this vision and develop a strategic plan for Ashley's future. This is a new and exciting stage in our leadership, and we cannot wait to share more about our plans in the coming year. We are grateful for your support and hope you will continue to be a part of the Ashley community for a long time to come.



Alex Denstman & Greg Hobelmann
Co-CEOs & Presidents

DONOR HIGHLIGHT

ROB H.

We are very fortunate to have a variety of private and institutional donors that help us fulfill our mission and bring hope and healing to our patients and their families. Rob H. is one of those generous donors (pictured on the right with his wife, Judy).

Rob came through Ashley in the summer of 2018, completing our 28-day primary program. Since then, Rob has been enjoying a new life in recovery. He says the greatest joy of his recovery is “to be able to live. My life has only just begun because I stopped drinking.” Rob strongly believes in the Responsibility Statement and lives and thrives in his recovery by supporting and guiding others in the community. He is a very active alumnus who is always available to help guide fresh graduates of our programs in their early recovery and to help them connect with the rest of the community.

Since going through treatment at Ashley, Rob has been supporting our mission by donating to our “unrestricted” category. He says it is really important to him to know that we can allocate the funds he provides to wherever the greatest need lies at the time. “The team at Ashley is unbelievable. They are experts in their field and provide all the support you need. My family and I give to Ashley because they give us the confidence to continue to do so. When we give to Ashley, we really get to see the impact our donations have.”

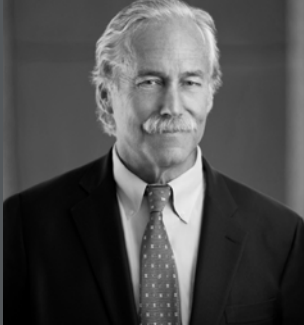


Rob believes wholeheartedly in our mission and feels a deep connection to Ashley. A few months after he completed treatment, he got a tattoo of the Ashley wreath and his sobriety date on his left shoulder blade. It symbolizes his connection to Ashley, his recovery and the life he now enjoys because of it.

Thank you, Rob for all you do for the community and for your tremendous support of our mission!

I am responsible — when anyone, anywhere reaches out for help, I want the hand of AA always to be there, and for that: I am responsible.

— Responsibility Statement, Alcoholics Anonymous



DEV GANESAN

Welcome, Dev Ganesan!

Dev is our newest board member and has already made a great impact. With his background in building and scaling companies in the digital, mobile, analytics, customer relationship management (CRM) and eCommerce industries, Dev brings a new set of expertise to our board. Now the CEO and president of PathFactory, Dev previously served as the CEO of a variety of highly successful companies. Next to his role on the board of directors at BrandMuscle and FARE, he also served as a long-time volunteer on the board of directors of DC Central Kitchen.

When Dev sets his mind to something, he is all in. With his innovative spirit and dedication, he earned recognitions, such as the Ernst & Young (EY) 2017 Entrepreneur-of-the-Year™ award, the SmartCEO Future 50 award in 2013 and 2014, and he was honored as a Washington Tech Titan in 2013.

“Dev has been committed to Ashley for many years through his son’s recovery at Ashley. He has been an unofficial advisor to us for quite some time and has taken a deep interest in helping us serve our patients and their families now and in the future. We know Dev’s heart is at Ashley, and there could not be a better, more skilled person to help us navigate the changing landscape in substance use disorder treatment and support innovative initiatives here at Ashley.” — Jim Denvir, Chair of the Ashley Board of Directors

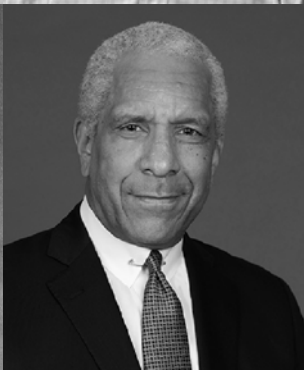
ASHLEY'S BOARD OF DIRECTORS

Pictured top to bottom, left to right:

Jim Denvir — *Chair of Board of Directors*

John Finnerty, Ph.D. — *Vice Chair of Board of Directors*

Erik M. Bohn, Robin Davisson, Ph.D., Charlie Fenwick, III,
Bob Johnson, Esq., Hon. Timothy K. Lewis, Jessie Noble-Nance,
Phyllis Raskin-Hadley, LMCSW, Mary Spearing, Eric Strain, M.D.



We constantly have to adapt to the people around us and to the changing environment. This is what we at Ashley, especially our staff, are so good at — adapting to changing conditions. The COVID-19 pandemic has left the world in turmoil, and its lingering impacts affect everyone in different ways. Our staff has done an outstanding job at anticipating and responding to the developments in this crisis. They put in the extra time and flexibility to provide those in need of healing with the compassionate, quality care they deserve, and we are deeply grateful that they continuously show up to go that one step more.

While we had to remain vigilant in complying with safety regulations, it has been really exciting to see that with the decreasing severity of the pandemic, more in-person activities for our patients and staff have been possible. I know first-hand how important it is to connect with others in recovery in person to support each other and celebrate life in recovery together. I went to several events at Ashley in the past year, and it has been great to see so many new and familiar faces supporting our mission and programs so that we can continue to deliver world-class care. Thank you for your tremendous support!

The leadership at Ashley has always been strong, and with our dynamic leadership duo at the head of the organization and passionate, highly skilled staff on every level, we made significant progress in investing in our future. First and foremost, we implemented the second pillar — biometric data collection — of our research program. It complements the successful integration of our first pillar — psychometric data collection — in the previous year. The research we are conducting at Ashley right now is an unparalleled opportunity to lead the addiction treatment field into the future. Secondly, Alex Denstman and Dr. Greg Hobelmann have been working diligently with staff on every level to create and put into action a five-year vision for Ashley. Exciting times lie ahead of us, and I cannot wait to see how things will take shape.

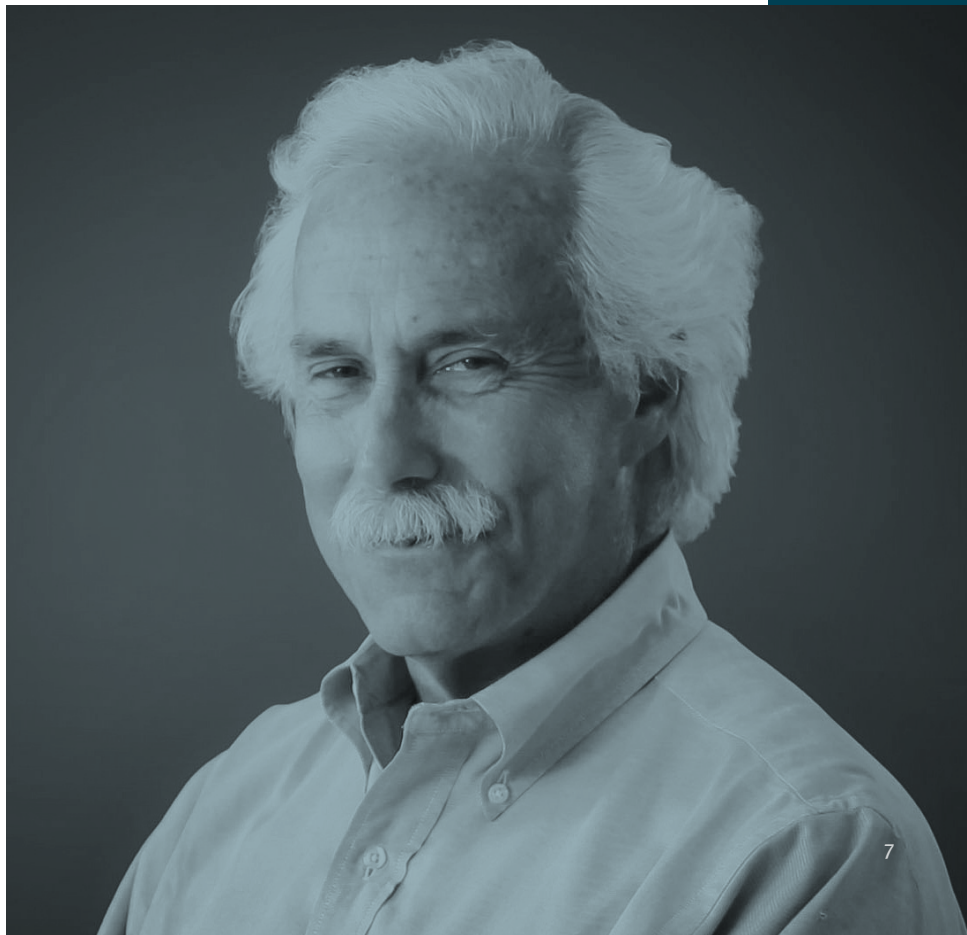
I am also very excited to share that we have welcomed a new board member. Dev Ganesan is an exceptional businessman who has decades of experience in taking organizations to the next level. He has also been a part of several boards of directors and is a devoted supporter of the recovery community. We are grateful to have Dev on board and see his expertise in practice.

It has been quite a year, and the new year is already in full swing. While we will continue to innovate and lead the treatment industry, we will continue to uphold the values upon which Father Martin and Mae Abraham founded Ashley. We have the building blocks for Ashley's future success and will continue to put them in place one by one. Thank you to every one of you who is a part of our community. We could not do without you!



Jim Denvir
Chair of Board of Directors

LETTER FROM THE BOARD CHAIR



THE STATE OF RESEARCH

with Jami Mayo, Research Associate

Jami's academic training spans psychological sciences, health care management and data science. She is pursuing an MBA at the Johns Hopkins Carey School of Business. Jami manages the research department at Ashley and oversees our independent and academic research projects. Her current work focuses on utilizing the combination of psychometric and biometric data to identify patterns of individuals who are more likely to benefit from certain treatment pathways, ultimately creating a more individualized treatment experience, improving patient outcomes and, more broadly, informing the field of addiction medicine.

How did you become a part of Ashley's research team?

I was a research program coordinator in the opioid lab at the Johns Hopkins Behavioral Pharmacology Research Unit and got to work on a project that involved patients at Ashley. By the time we were able to secure funding that allowed us to take research in-house for Ashley and the idea of a research center started to come to fruition, I had already fallen in love with the organization and model of care and made a natural transition to a full-time role here at Ashley.

The new assessment tool — Trac9 — has now been a part of care at Ashley for over a year. How has it been received by clinicians and patients?

JAMI MAYO





WHOOP UNITE™

It has actually been really great! Trac9 is now a standard of care here at Ashley, and we have reached 96% of compliance. That means that 96% of our patients complete every one of their surveys. To help reach this level of compliance, we introduced a research orientation for every single patient a few months ago. In this orientation, we explain how essential Trac9, and other research at Ashley, is for their treatment. It provides their counselor with valuable mental health insights that foster a truly individualized treatment plan and maximizes treatment outcomes for them.

Trac9 also minimizes the need to complete extensive behavioral assessments that counselors previously had to go through with patients. The way Trac9 is now set up saves a lot of time. It makes each patient's mental health history much more accessible, thus, giving counselors more time to have deep and meaningful conversations with the patients where actual growth is happening.

What about WHOOP? How is the rollout of WHOOP going?

We now have WHOOP activity wearables available for all our patients in inpatient and extended care, and we're planning to expand usage to our outpatient programs in the future.

I am very excited to share that 110 patients have agreed to wear a WHOOP since the launch in mid-October. This includes about 20 patients during the testing phase. While this doesn't sound like a lot, we have about 50% compliance, which is actually great! WHOOP isn't a standard of care for us yet, as it's the first

time that an activity wearable is used in this way for substance use disorder treatment. We're expecting to see an uptick in participation very soon.

Trac9 and WHOOP are the first two pillars of Ashley's unique database, providing psychometric and biometric data insights. What about the third pillar: genetic data?

Everyone in our research team has been working really hard to make progress here over the past year, and we are close to an agreement with a data partner and starting the actual work on the rollout. We hope to be able to share more about this within the next six months.

What do you hope to achieve long-term with the research center?

We want to achieve the three "I"s: innovation, integration and individualization, advancing addiction medicine and improving care across the industry.

Right now, we are collecting two sets of data to achieve this goal. We're getting closer to seeing the bigger picture as those two data sets already allow us to track and explore the causal relationship between physiology and psychology. Eventually, accessing genetic data will take us to the next level.

It's wonderful to see our patients' excitement when we look at their biofeedback together and counselors share how their mental health has progressed over time. You can tell they're really interested and are starting to recognize how specific events influence their recovery. It encourages them to be mindful and motivates them to keep going, so they can continue to see progress.

**SCAN TO
READ MORE!**



Or visit: AshleyTreatment.org/Research



CLINICAL CORNER

Trac9 has already had a great impact on our care. Based on the data collected with Trac9, we found that we could improve programming in certain areas to help build resiliencies and reduce pathologies even further. Therefore, we introduced significant changes to our programming in both areas in July 2022, including additional spiritual practices to help maximize recovery potential as well as anxiety, depression and psychoeducation workshops to help build coping skills and strategies. Since introducing these changes, our patients' Global Recovery Scores (GRS) have increased by 41%, which is 4% higher than what we achieved prior to the changes in July! We have made great progress in such a short time, and the improvements further elevate us above the national average of GRS increases!"

— Wendy Insalaco, MS, LGPC, LGADC, ICCDPD, ACRPS, ICCS
Director of Quality and Model of Care

STAFF SPOTLIGHT

with Anya Whalen, Director of Alumni

What drew you to work in the substance use disorder treatment field?

I never imagined myself working in the substance use disorder (SUD) treatment field. I had always kept my recovery separate from my work. But, a few years back, I had the opportunity to get a taste of working in the field; and I realized that it was a great blend of living and building my own recovery while helping others do the same professionally.

I felt an integration and alignment of purpose and skill in helping others in their recovery. It brought the whole picture into focus for me and was ultimately an instinctual choice — the right career path at the right time.

Why Ashley?

I had been hearing amazing things about Ashley for a long time, and some of my best friends came through here. They got their second chance here. They got to build a foundation for their new life in recovery at Ashley. And now, I get to help and connect people to do exactly that for work. Isn't that the coolest thing!?

Another thing I have to add is that, while I was already leaning towards working at Ashley, it was coming to campus for an interview that sealed the deal for me. When I drove down Tydings Lane, I felt relief come over me. I felt at peace. I was able to let my shoulders relax and breathe — and then I knew: Ashley is different. There is a deeper calling here, and I need to be here.

What does a typical day look like for you?

Each day, I get to check in with alumni to see how they're doing, and then I meet with patients who are discharging soon and talk through what's next. Everyone gets a folder with a boatload of information and helpful resources about meetings and other support groups. Staying connected is key, so I also give them access to our Chalk Talk app and make sure they know about our online and regional alumni chapter meetings, book club and more. I also connect them with another Ashley graduate, so they have a dedicated contact besides me to reach out to. And, as you can imagine, there is a lot more ... like connecting with colleagues, emails, etc.

What are some of the new initiatives you are excited to be working on at Ashley?


For one, I'm super excited about building out the Alumni Department. We will have more hands on deck to serve our alumni to get them even more excited about recovery.

We are also working on a very exciting pilot project to help support our patients once they leave our care. It's a certified peer recovery specialist and family coach support program for our alumni and their families in the DC and Montgomery County of Maryland and Northern Virginia areas. With the program, we will provide one-on-one support, equivalent to a personal recovery coach, for those who may not be able to afford or commit to aftercare that would help support them longer-term. With this addition, we seek to provide alumni services that are a viable alternative or supplement to sober living, partial hospitalization or outpatient programs and help integrate our alumni with the recovery community that best aligns with their recovery.

What is a fun fact about you?

It's hard to pick one. So, I'll give you three: 1. I'm a big Star Wars nerd, and my favorite characters are R2D2 and Ahsoka Tano; 2. I have hiked most of the Appalachian Trail — over 1,000 miles; 3. I speak five languages: Ukrainian, English, French, Spanish as well as Russian.

ANYA WHALEN



"No one comes into recovery on a winning streak. But there is a lot of joy waiting for you."



OUR IMPACT

Fiscal year 2022

\$940K

Fundraising Efforts

Charity Care

\$2.6M

1,975

Family Wellness

Family Wellness Sessions

Patients Served

Lives Changed Through Inpatient,
Outpatient and Extended Care

2,085

15

The Clubhouse by Ashley

Local youth community members and their families served
through virtual programming services.

ALUMNI SPOTLIGHT

I am Marcia S., and I was a heroin user for many years. I was born and raised in Baltimore City, Maryland, by my father and mother, who were both using drugs. Today, my dad is 15 years clean and sober, but my mother succumbed to addiction. Nine days after my mother passed, I tried to get into treatment but relapsed and found myself back on the street. One day, on the street, I met Natasha Guynes, the founder of HER Resiliency Center. She saw my hopelessness and offered help. At first, I didn't accept her offer, but shortly after I first met her, my situation changed. I didn't see another way but to take her up on her offer.

Natasha listened to me; she knew where I would get the help that saved my life. Natasha talked to Alex Denstman at Ashley, who organized a scholarship for me to attend inpatient treatment. Then, my inpatient treatment was extended because the people at Ashley saw me, they understood me, and they knew I needed more time. After I had left treatment, I realized that I really wanted to do extended care as well. With additional financial support from the Release Recovery Foundation for another scholarship that Alex helped secure, I was able to do Ashley's Women's Extended Care Program. There, recovery really clicked for me. I really understood that recovery was and is the way forward for me, and I got to spend a lot of time with amazing women who helped me get back on my feet. We helped each other.

Without the scholarship I received to go to treatment at Ashley, I don't know what would have happened. Today, I get to live a completely different life from what I thought it would be like, as I had given up hope. Now, I get to pass on the hope that

others had for me and that saved me in every way. I work as an Administrative & Special Projects Fellow at HER Resiliency Center, where I get to empower and support other women, and it feels absolutely amazing. I couldn't be more grateful for the care and support I have received at Ashley and for everyone else I met along the way.

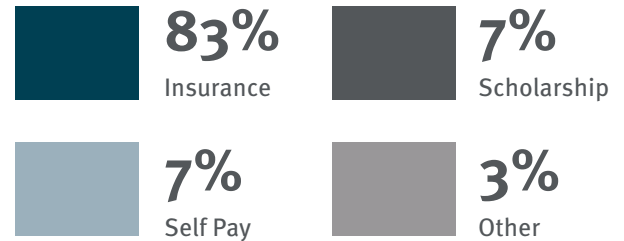
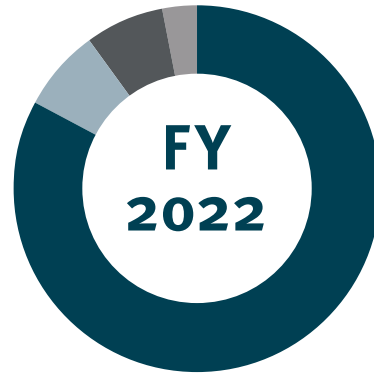
Left to right: Alex Denstman, Marcia S. and Zac Clark of Release Recovery Foundation



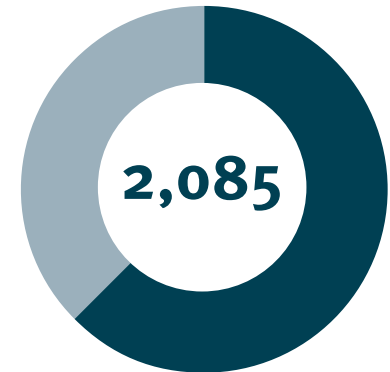
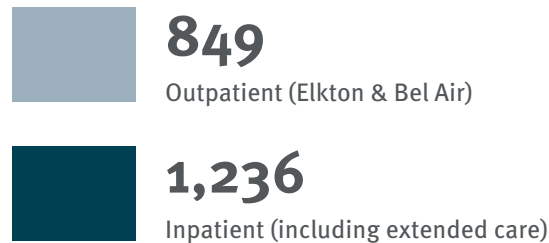
MARCIA S.

FINANCIAL HIGHLIGHTS

PAYOR MIX



PATIENTS SERVED



INCOME & EXPENSES

Total Revenue	22,610,480	Change in Net Assets	(15,414,617)
Net Patient Service Revenue	25,108,011	Net Assets, Beginning of Year	124,197,493
Fundraising Revenue	940,859	Net Assets, End of Year	108,782,876
Investment Income	(7,650,956)	Charity Care	2,676,863
Other Revenue	4,243,566	This amount is equivalent to 10.66% of Ashley's net patient service revenue.	
(other operating revenue, other income, ERC, stimulus assistance)		123 patients benefited from charity care in 2022.	
Total Expenses	38,056,097		
Program Services	76%		
Management & General	20%		
Fundraising	4%		

FUNCTIONAL EXPENSES (IN THOUSANDS)

Fiscal Year	Program Services		Mgmt. & General		Fundraising		Total Functional Expenses	
2022	29,111	76%	7,458	20%	1,487	4%	38,056	100%
2021	28,051	78%	6,690	19%	1,243	3%	35,984	100%

The 15th Annual **MAE ABRAHAM LEGACY LUNCHEON**



We know that connection is the key to recovery. When we come together as a recovery community, we can strengthen and support each other. We are incredibly grateful that we were able to reopen our campus for events in May 2022, giving our alumni and their families and friends the opportunity to reconnect with Ashley and with each other in person.

Kicking off the event season with the 15th Annual Mae Abraham Legacy Luncheon was one of our highlights in the past year. We had the chance to commemorate our co-founder, Mae Abraham, with the first event on our beautiful campus in Havre de Grace, Maryland, since the start of the COVID-19 pandemic. It was also the first time we were able to hold the luncheon since Mae's passing and support women in recovery in this meaningful way, raising record funds for the Mae Abraham Legacy Women's Scholarship Fund. For this special occasion, Mae's sister and our keynote speaker, Micki Thomas, took us on a journey to Mae's childhood that showed us the roots of the exemplary person we knew and loved.

The 2nd Annual **FATHER MARTIN MEMORIAL GOLF OUTING**



The Grand Opening of THE CLUBHOUSE BY ASHLEY



Pictured top to bottom, clockwise:

Mae Luncheon: Robin Williams | Steve Tristani, Kevin Shaw | Micki Thomas
Mae Luncheon Photo Credit: Lauren Daue Photography, laurendaue.com

Father Martin Golf: Alex Denstman, Andy Roysdon, Stephen Cantwell, Sean McGowan | Greg Hobelmann, Peter McGill | Mike Bassler, Becky Miller, Matt Bloomquist

The Clubhouse by Ashley: Nicole Ross, Sydney Shupe | Len Parrish, Laura Dahl, Amber Shrodes, Jennifer Aguglia | Laura Dahl, Micki Thomas | Elaina Denu, Greg Hobelmann, Marcus Webster, Laura Dahl, Jennifer Aguglia

The Penguin: Matt Butler | Event Start | Hilary Phelps, Charlie Engle | Event Finish
The Penguin Photo Credit: Hilary Phelps

The 1st Annual THE PENGUIN: MOVEMENT FOR RECOVERY



“She felt emotions — deep, sincere. She learned how to console people who lost their loved ones, ... and they loved her for it. And, she learned how to face the realities of life and not to run away from them. And that was so important in her later work here at Ashley.”

Micki Thomas, Mae Abraham's sister and Ashley's first Relapse Counselor



AshleyTreatment.org | 1.800.799.HOPE (4673)