



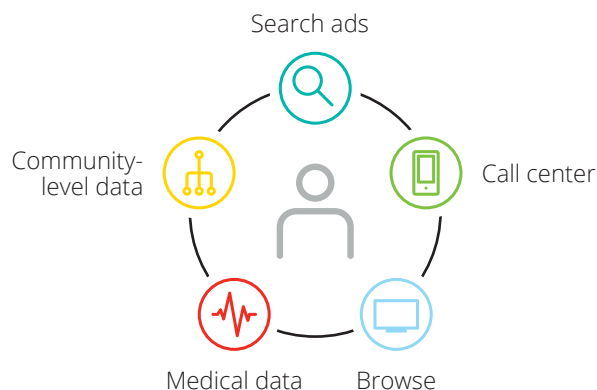
# Protect lives and prevent opioid addiction with digital insights

More than **130 Americans die every day** from an opioid overdose, with only 20% receiving any form of treatment. One petabyte of opioid-related information exists, but the data is too siloed and dated to enable federal and state governmental agencies to quickly and accurately help predict or prevent opioid addiction.

**More timely and comprehensive surveillance data is essential to inform efforts to prevent and respond to opioid overdoses.<sup>2</sup>**  
*Centers for Disease Control and Prevention*

## What if you could help citizens at increased risk in time to save lives?

If you could gain accurate, real-time visibility into key digital touchpoints along the addiction journey, you could significantly improve chances of earlier prevention for those at risk – and potentially reach out before they even request a government service or require intervention.



**ANALYZE** intelligent, real-time data to reveal vulnerabilities and risks



**PREDICT** using integrated data, advanced analytics, predictive analytics, and real-time digital data stream



**RESPOND** with coordinated efforts, greater accuracy, and less delay

**Help predict and prevent opioid addiction with Opioid360™**



Domain experience from 40+ different opioid-related client engagements, and specialized data and analytics assets



Data insights and predictions via Google's machine learning, big data analytics, and media platforms



The only active everywhere hybrid cloud database built on Apache Cassandra™

<sup>1</sup>Brendan Saloner, Shankar Karthikeyan, Changes in Substance Abuse Treatment Use Among Individuals With Opioid Use Disorders in the United States, 2004-2013, October 13, 2015  
<sup>2</sup>L. Scholl, P. Seth, M. Kariisa, N. Wilson, G. Baldwin, Drug and Opioid-Involved Overdose Deaths - United States, 2013-2017, January 4, 2018

## Focus resources and save lives with Opioid360™

Identify addiction trends, diagnose issues, and predict outcomes with Opioid360™. Deloitte's Google Cloud-based solution, Google's digital media platforms and advanced machine learning technology, and DataStax's distributed database technologies and cloud services, enable those on the frontline to understand who is most at risk, act swiftly to improve treatment, and help prevent addiction.

### DATA

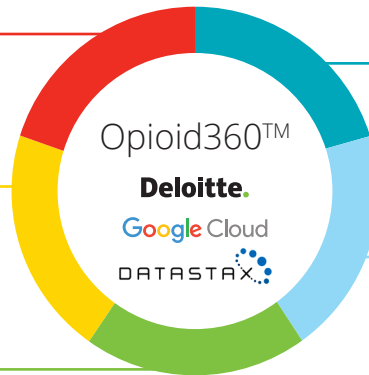
Access to 5,000+ data fields per person, per month

### UX

Persona-driven design with five fully-integrated views for executives, policy makers, mission managers, and field case workers

### GRAPH

Knowledge graph connects many diverse data sets of people, locations, organization networks, and events



### INFRASTRUCTURE

Scalable and secure cloud solution across local, state, and federal clients

### AI

Develop performance-driven predictive models that reveal addiction risks, treatment barriers, and recommended interventions

## Predict better, act faster

A state in the U.S. Midwest was able to identify 15% of the target population susceptible to opioid addiction, with a 50% error rate, when using its own analytics model.

**Opioid360™ delivered dramatically improved results in less than half the time** identifying 85% of the target population with a 10% error rate.



### STATE'S RESULTS



### OPIOID360™ RESULTS

To learn more, contact us at [Opioid360Info@deloitte.com](mailto:Opioid360Info@deloitte.com)

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