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ONE HUNDRED FIFTEENTH CONGRESS
Congress of the United States
House of Representatives

COMMITTEE ON ENERGY AND COMMERCE

2125 RAYBURN HOUSE OFFICE BUILDING
WASHINGTON, DC 20515-6115

Majority (202) 225-2927
Minority (202) 225-3641

September 26, 2018

Mr. Jason Brian
Founder
Redwood Recovery Solutions and TreatmentCalls.com
155 E. Blue Heron Boulevard, Third Floor
West Palm Beach, FL 33404

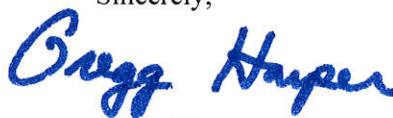
Dear Mr. Brian:

Thank you for appearing before the Subcommittee on Oversight and Investigations on July 24, 2018, to testify at the hearing entitled "Examining Advertising and Marketing Practices within the Substance Use Treatment Industry."

Pursuant to the Rules of the Committee on Energy and Commerce, the hearing record remains open for ten business days to permit Members to submit additional questions for the record, which are attached. To facilitate the printing of the hearing record, please respond to these questions with a transmittal letter by the close of business on Thursday, October 11, 2018. Your responses should be mailed to Ali Fulling, Legislative Clerk, Committee on Energy and Commerce, 2125 Rayburn House Office Building, Washington, DC 20515 and e-mailed in Word format to Ali.Fulling@mail.house.gov.

Thank you again for your time and effort preparing and delivering testimony before the Subcommittee.

Sincerely,



Gregg Harper
Chairman
Subcommittee on Oversight and Investigations

cc: The Honorable Diana DeGette, Ranking Member, Subcommittee on Oversight and Investigations

Attachment

Attachment—Additional Questions for the Record

The Honorable Gregg Harper

1. According to information provided to the Committee, Redwood Recovery stated that while in operation it routed anywhere from several thousand to a peak of 42,000 calls a month to treatment facilities.
 - a. How many calls that were routed by Redwood Recovery resulted in an admission to a treatment facility?
 - b. How were the majority of calls that Redwood Recovery received and/or routed generated (a specific website, an advertisement, etc.)?
2. Committee staff were told, and Redwood Recovery's website advertises, that affiliates who generated calls for Redwood Recovery were required to abide by a standard of conduct that, among other things, required them not to engage in any practices that would purposefully confuse a caller into thinking they called a specific treatment program, and required them to disclose that the caller would be routed to a sponsor treatment facility. Did you review advertisements or websites that affiliates created to generate calls to ensure these standards were met?
 - a. How did Redwood Recovery ensure its standards of conduct were being met?
 - b. How often were such reviews conducted?
3. According to your testimony, Redwood Recovery did not answer inbound phone calls, rather it routed the calls to treatment providers who contracted with the company to receive calls. But in a March 2015 article published in *Alcoholism & Drug Abuse Weekly*, you are quoted as saying that his company sold both raw and filtered calls, with the filtered calls commanding a price between \$149 and \$1,000 per call depending on the data collected. Filtered calls "come into a center in our office in West Palm Beach. We talk to the client first, and then transfer that client based on those parameters." Please explain the discrepancy between your testimony that Redwood Recovery did not speak with callers and the business practices described in the 2015 article?
4. According to your testimony, Redwood Recovery used an algorithm to assign calls, such that calls were assigned randomly, rather than based on the caller's individual circumstances or need, is that correct?
 - a. If Redwood Recovery randomly assigned these calls without participating in them at all, is there any way to know whether the 519,000 individuals referenced in your testimony ultimately received any treatment, let alone quality treatment appropriate for that individual?

5. According to your testimony, Redwood Recovery was “simply an advertising and marketing firm that worked closely with many different types of media companies that operated in TV, radio, search engine advertising and other marketing channels.” Please provide examples of who those companies were.
 - a. Please explain at a high level how these calls were generated and/or routed from the affiliates to Redwood Recovery, and then from Redwood Recovery to the facilities/clients.
6. Did Redwood Recovery ever purchase calls from the marketers responsible for the Addiction Network television commercials?
 - a. If so, over what period of time were calls purchased from the Addiction Network and how many calls were purchased?
7. On average, how many facilities did Redwood Recovery have as active clients at any given point?
 - a. On average how many calls would a client purchase at any given point?
 - i. Would they buy in bulk?
 - b. If Redwood Recovery had multiple clients that purchased a large number of calls, how would the algorithm distribute those calls?
8. According to your testimony, Redwood Recovery paid a range of \$10 to \$20 on up to \$60 to \$70 per call depending on how the call originated. Please describe the type of lead generation that would warrant payment in the \$10 to \$20 range as opposed to payment in the \$60 to \$70 range.
9. Is there anything else that you’d like to add, clarify, or correct for the record?

The Honorable Gus Bilirakis

1. What entity is responsible for auditing your facilities? Since opening your doors, how many times have you been audited, and is your experience unique or common in the industry?