



**FATHER MARTIN'S ASHLEY**

Brand Development

**08.27.15**



# TODAY'S AGENDA

- Review Brand Foundation Elements
- Present two Brand Development Concepts
- Gain approval on a direction to finalize as the new Father Martin's Ashley Brand
- Review upcoming next steps

# TODAY'S GOAL

Present two brand system concepts for Father Martin's Ashley and gain alignment on the preferred direction that will be used for the brand going forward.

# STRATEGIC FOUNDATION



# OUR BRAND AUDIENCES

*The patient is at the core of all brand communications*

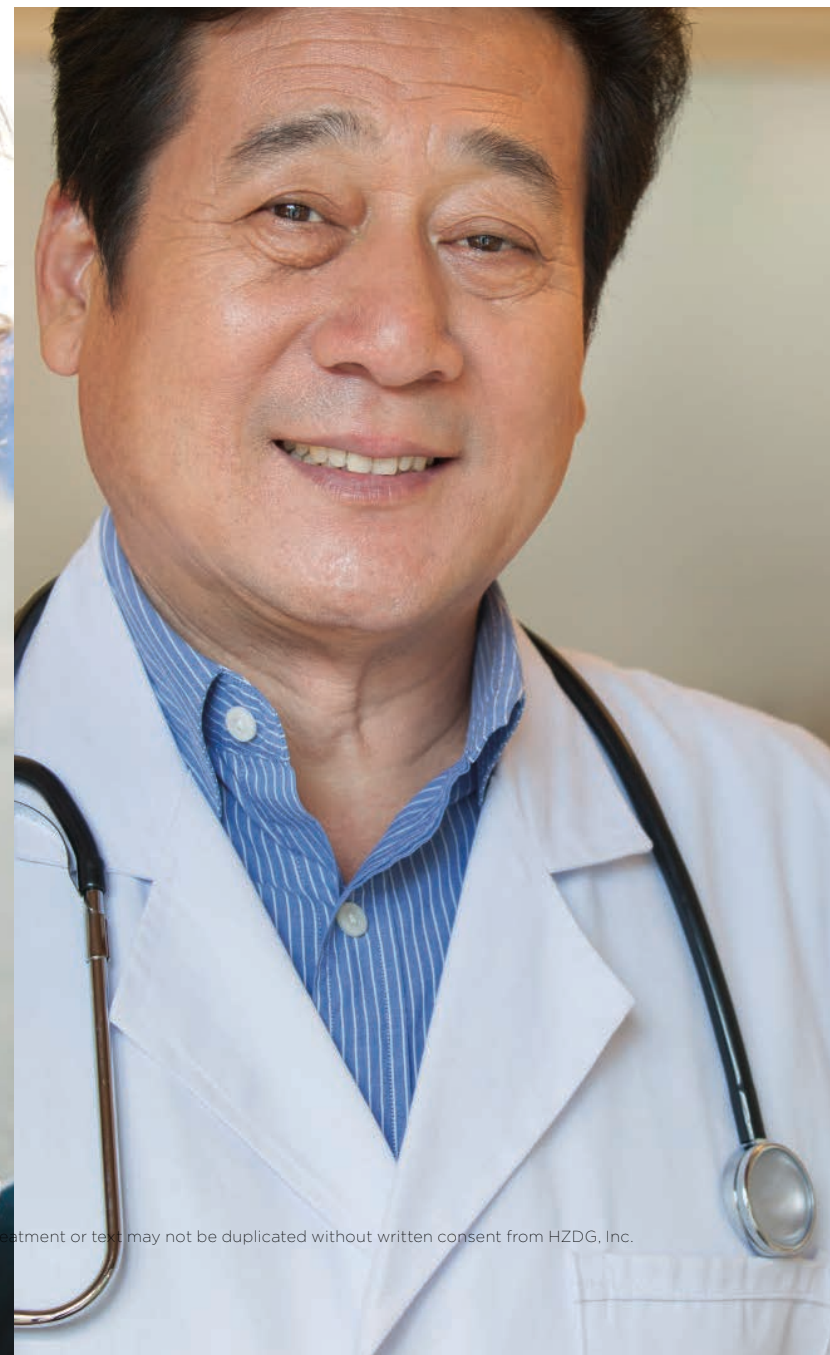
## PATIENTS



## FAMILIES



## REFERRING PROFESSIONALS



## ALUMNI





# OUR BRAND VALUES

*What we stand for and the principles that guide us*

## **Our Mission**

Our sole purpose is to heal.

## **Our Commitment**

We treat every person with dignity and respect.

## **Our Inspiration**

It is a privilege to help people transform their lives.

# OUR BRAND PILLARS

*The differentiating strengths that define our unique proposition in the marketplace*

## Comprehensive Care

We implement a comprehensive program for every patient, integrating a full spectrum of treatment methods to address his or her specific condition from every angle.

Addiction is a multi-faceted disorder that affects each person differently, so we work with each to find the right balance of medical care, prescription medications, psychiatric and psychological therapy, clinical counseling, holistic healing practices and 12-step methodologies to support their recovery in mind, body and spirit.

## Atmosphere of Awakening

We provide an environment uniquely suited to support the healing process and growth of our patients.

Starting with our staff's deep commitment to the dignity of every patient, extending to the rare natural beauty of our campus, and supported by a range of wellness and recreational activities, Ashley invites everyone who enters to explore their potential for transformation within and engage in life beyond addiction.

## Embracing Innovation

As the problem of addiction grows and evolves around us, standing still is not an option, so we find and use every tool available to get the results our patients' lives depend on.

New advances in addiction research bring new hope, and when they lead to treatments that get results, we embrace them.

# OUR BRAND POSITIONING

*Our audience, our offer and the essential benefit we provide*

**For men and women seeking freedom  
from drug and alcohol addiction...**

We provide comprehensive treatment,  
incorporating the latest evidence-based  
innovations to help guide each patient  
along their personal path to recovery...

So they can awaken to the joy and  
abundance of life beyond addiction.



# OUR BRAND PERSONALITY

*How we look, speak and behave; guides all communications*

## Resourceful

We face difficult situations with the confidence and the tools to overcome. Every obstacle is an opportunity to apply our skills in new and inventive ways.

## Open

We take a genuine and active interest in the people and the world around us. We are inspired by the potential of each individual and invite them to see it in themselves.

## Restless

We're never satisfied with the status quo, because we know we can always do better. Our mission to heal drives us to always evolve with the world around us.

# OUR BRAND PROMISE

*The singular idea that drives us forward and connects us to our audience*

**Everything for recovery  
because recovery is everything**

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# OUR BRAND NAME

*An evolution, not a departure*

## **We're still "Ashley."**

- Our name has resonance with alumni and our close circles
- "Ashley" is already our default shorthand name
- We can increase clarity while maintaining brand loyalty by combining "Ashley" with a descriptor

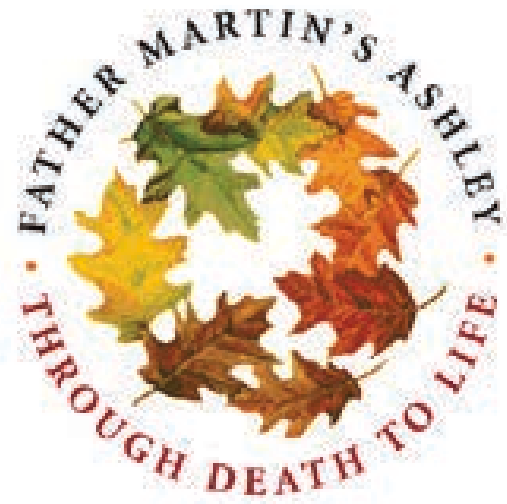
# OUR BRAND NAME

*An evolution, not a departure*

# Ashley Addiction Treatment

# BRAND DIRECTIONS





FATHER MARTIN'S  
ASHLEY



# DIRECTION ONE

# Growth

Life moves forward, and we move with it. We embrace the promise of each new day, taking inspiration from the world around us. An open spirit invites healing, so we seek the good in life and turn towards it.



Inspiration is all around us.

A place with purpose.

Discover life beyond addiction.

Embrace living.

Recovery begins today.

Recovery made real.

Come back to life.

Everything for recovery because  
recovery is everything.









# Ashley

Addiction Treatment

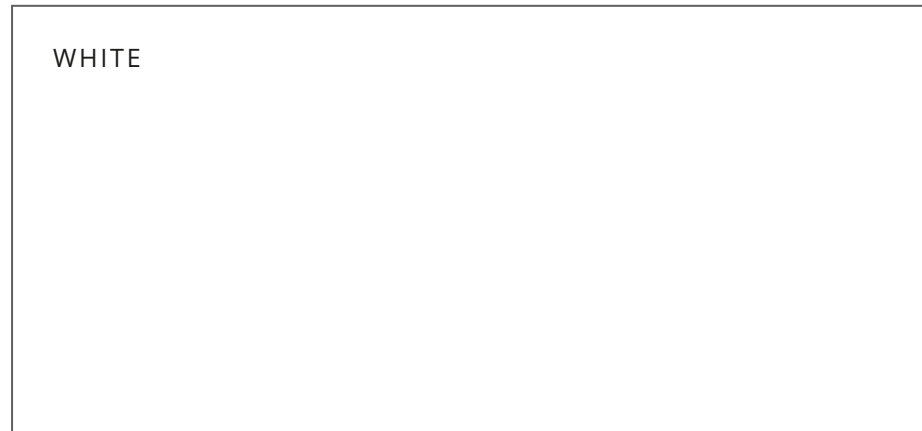
PRIVACY AND SMALL USE LOGO



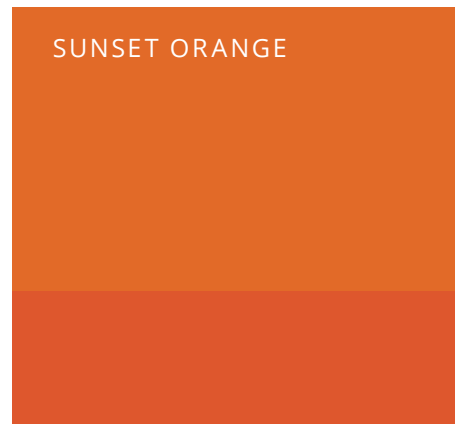
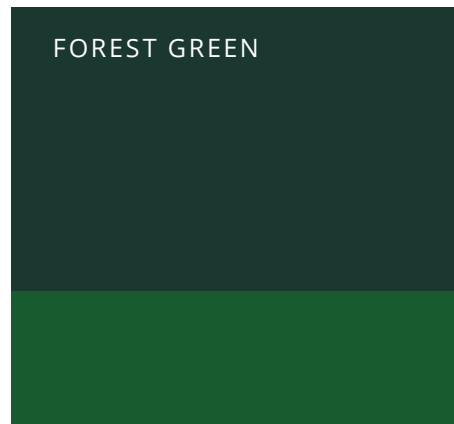
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PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



TYPOGRAPHY

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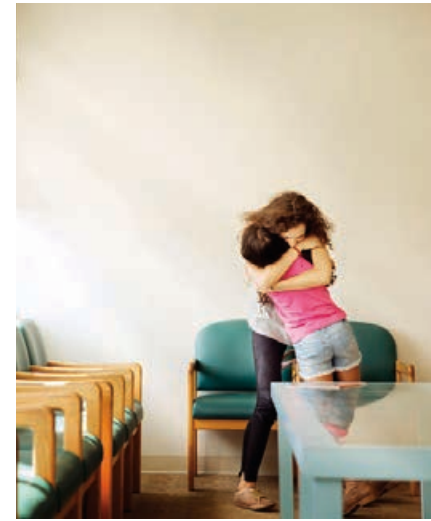
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GRAPHIC ELEMENTS



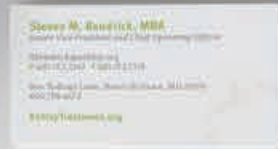
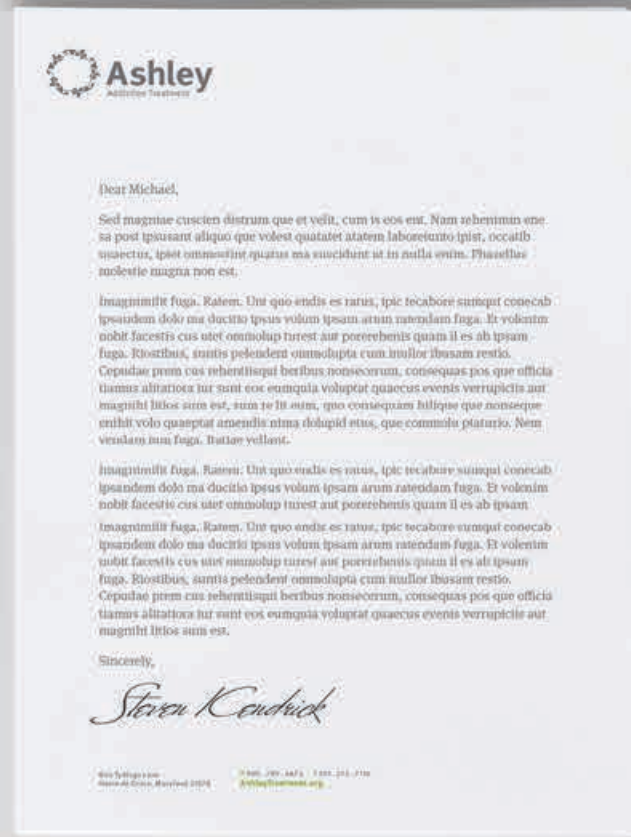


Moment-focused  
Emotive  
High-contrast











# Packing List

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- To "shirts" with cuffs/undershorts, casual, washable clothes. (We provide no-charge laundry service. Dry cleaning is at your expense.)
- Long pants, capris and flared leg or longer skirts and dresses are acceptable attire. Fur and alligator clothing are not permitted. (Therm-a-shield® shorts may be worn for recreational activities.)
- Exercise attire - no revealing clothing such as sports tops or mid-thigh biking shorts. (Prudence in our Pain Recovery Program should bring a one-piece bathing suit for hydrotherapy.)
- Shirts that are NOT low-cut or revealing (all sleeves must be long-sleeved or three-quarter length).
- Shampoo, soap, toothbrush, tooth paste, shaving kit (razor must have plastic handle/casing) or electric shaver.
- Sunscreen - tube or spray; only, no self-tanners
- Telephone numbers for family/emergencies
- Journal for writing
- If you have an Advance Directive/Living Will, please bring a copy with you for our records.
- Medications - Please bring your existing prescribed medications in the original bottles. Do not refill them.

Ashley  
Addiction Treatment

Come back  
to life.

Ashley Addiction Treatment  
100 Pyralis Lane  
St. de Grace, MD 21078



ADMISSIONS PROCEDURES

## Welcome to Ashley

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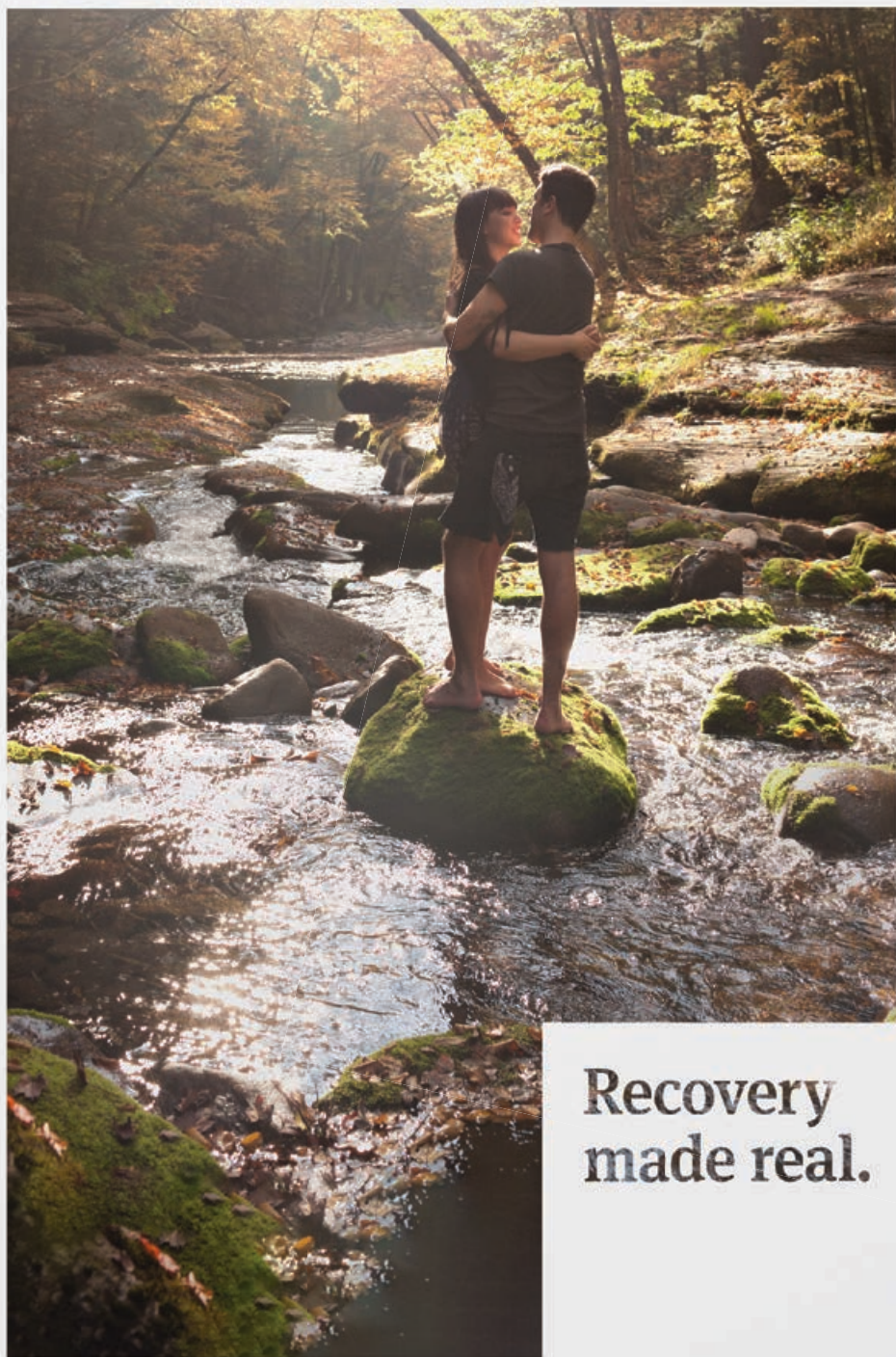
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Ashley  
Addiction Treatment



Recovery  
made real.

SEASONS OF RECOVERY FALL 2015

# Preventing Relapse: The Threat of Prescription Medications

Helping those in recovery prevent relapse is a top priority for all of us at Ashley. Today's 21st century medications that pose a significant threat to anyone in recovery from either alcohol or drug addiction. We want you to know about the risk and relapse potential of certain prescription medications, so you can protect your recovery and the health of others.

An excerpt from the National Institute of Drug Abuse's Blog by Nora Volkow, MD: "In the past few decades, and we have seen how the availability of medications has increased, the number of severe health consequences that occur as a result of prescription opioids has increased. The opioid epidemic is tied to the ties are very complex."

More than a third of chronic pain patients use a small percentage of opioid painkillers and in sufferers may not benefit from the condition. In states that long-term induce hyperalgesia, as a result of the medication, at

with problem. In U.S. and 20% cited to rise vascular in the

its ending, hence, he figure

effectiveness for chronic pain or comparing their effectiveness to other treatments, making it impossible to know whether long-term treatment with opioids adequately addresses patients' symptoms or improves their functioning or quality of life. At best there was weak evidence regarding optimal dosing strategies with these medications." (source: NIDA.gov)

In addition to escalating prescribing of opiates, the prescribing of benzodiazepines—sedatives—has escalated, too. And some being prescribed, and becoming addicted to sedatives, are seniors over 55. These drugs pose a risk of seizure if discontinued without medical support, they have also been linked to dementia in the elderly. And, sedatives can also cause falls in the elderly, often resulting in injury. (source: British Medical Journal)

Below is a partial list of medications about which all those in recovery should exercise caution. This list includes opioids (for pain), central nervous system (CNS) depressant (for anxiety and sleep disorders), and stimulants (for ADHD and narcolepsy).

**Opioids include:**

- Fentanyl (Duragesic®)
- Hydrocodone (Vicodin®)
- Oxycodone (OxyContin® and Percocet®)
- Hydromorphone (Dilaudid®)
- Meperidine (Demerol®)
- Diphenoxylate (Lomotil®)

**Central nervous system depressants include:**

- Pentobarbital sodium (Nembutal®)
- Diazepam (Valium®)
- Alprazolam (Xanax®)
- Clonazepam (Klonopin®)
- Lorazepam (Ativan®)

**Stimulants include:**

- Dextroamphetamine (Dexedrine® and Adderall®)
- Methylphenidate (Ritalin® and Concerta®)

**So, what can you do to protect your recovery?**

First, be aware of those drugs.

Second, have a plan IN ADVANCE of how you want medications handled for you prior to surgery or medical treatment. Make sure your sponsor, loved ones and primary physician know the plan.

Third, make sure your primary physician knows you are in recovery and your desire to avoid or limit addictive medications. Ask your physician or medical provider to recommend non-narcotic alternatives that can be used to treat discomfort.

Fourth, if you must take these medications because of acute pain related to injury or surgery—follow these guidelines:

- Have a trusted, recovery-supporting friend or loved-one take possession of your medications to ensure you only take them as prescribed.
- Ask your physician or medical provider to ONLY prescribe the number of pills you will likely need—no more.
- If you have received a Vivitrol injection (injectable Naltrexone) to curb opiate or alcohol cravings, be aware that narcotic pain medications may not provide relief. Inform your medical provider.

Fifth, eat an anti-inflammatory diet. Pain can be the result of inflammation caused by surgery, illness or injury. Consider an anti-inflammatory diet to help reduce pain due to inflammation. Plus, most of these foods are good for anyone to eat—whether they have pain or not!

**Anti-inflammatory foods to help healing**

- Berries (high in beta-carotene)
- Fatty fish like salmon and sardines
- Whole grains and non-wheat grains/seeds - brown rice, quinoa, buckwheat
- Dark, leafy veggies such as spinach
- Nuts, like almonds and walnuts
- Non-GMO soy products like edamame (soy beans), tofu and soy milk
- Onions, garlic and hot peppers
- Herbs and spices - ginger, turmeric, thyme and mint
- Green tea
- Olive oil
- Berries - raspberries and blueberries
- Tart cherries
- Red grapes

# A New Year Means New Beginnings: Skip's Hall

The New Year! For many people, this is the perfect time to reflect, reassess, and re-commit to self-improvement. Plans to exercise more, eat a healthier diet, or quit smoking are all common and commendable goals. The point, of course, is to make positive changes in our lives with the changing of the calendar.

Ashley, too, is experiencing change in response to the changing patient needs. A new building, new and expanded programs, integrated treatment for the 21st century addiction patient—these and other strategic initiatives will help define Ashley in 2015, and beyond, as we work to meet the increasingly complex needs of those struggling with the disease of addiction.



Keep an eye on our newsletters and our campaign website for progress updates  
[FatherMartinsAshley.com/Legacy](http://FatherMartinsAshley.com/Legacy)

The most significant change evident on our campus is the construction of our new building, Skip's Hall for Integrated Addiction Treatment. This brand new 44,000 sq. ft. structure will feature a new Admissions Center, expanded and integrated medical facilities, private and semi-private rooms and a state-of-the-art Fitness & Wellness Center.

The new building is scheduled to open in the fall of 2015 and a wide variety of naming opportunities are currently available. For more information about this, and other ways to support Ashley, contact our Development Department at 410-273-2661. 2015 promises to be an exciting year!

## DONOR PROFILE CHERYL H.'S STORY

I remember who I was before addiction took control of my life. I was active and fit, took aerobics and spin classes at my gym - I took really good care of myself. But that all stopped when I suffered a knee injury in 2011, which led to surgery, which led to use and eventual abuse of prescription painkillers. I fought the battle with opiate addiction for more than three years before I finally learned to ask for help.

I came to Father Martin's Ashley a shell of the person I once was, and I thought that person was gone forever. But amazingly, my counselor and I slowly but surely began to rediscover the "me" I used to be. Soon, I was visiting the campus fitness center, doing some light stretching and walking on the treadmill, and planning the yoga classes I would take as soon as I was home and settled. I learned what I needed to know to begin my life in successful Recovery, and I

learned that fitness was an important part of that - fitness of the body, mind and spirit!

With Ashley's help, I found my path to healthy Recovery and I have never been more grateful! When I learned that a new building was being built on campus and that this would be the home of a brand new Fitness & Wellness Center, I knew I wanted to do something to show my gratitude, so that others that will come after me can experience a similar "reawakening."

I've made my pledge to "name" a treadmill in the new gym. I am so pleased to know that I will be a part of the legacy of the new building and that others walking the path that I walked will also know. - Cheryl H.

## Mark Your Calendars.

FEBRUARY 12  
Washington, D.C.  
Capital Event

MAY 13  
Mae Abraham Legacy  
Luncheon at the Baltimore  
Four Seasons Hotel

JUNE 22  
Annual Alumni Golf  
Tournament at Winters  
Run Golf Club in Bel Air,  
MD

SEPTEMBER 20  
Annual Alumni, Family  
and Friends Reunion  
(No Sept. RED)

OCTOBER 1  
Lou Bantle Golf Classic  
at Bulle Rock Golf Course  
Havre de Grace





has packed his flashy big-screen  
gimmicks — split screens,  
and the aforementioned  
number. What prevents the  
from becoming, well, just  
Gordon-Levitt's dead-on,  
performance and Webb's  
concept.

At the outset, the audience is warned:  
there will be no happy ending for  
anything office boy Tom  
Levitt). He will have his heart  
broken in 500 days by his new co-  
star, a girl named Summer (Zoey  
Liscovitz). No matter how much they  
love the Smiths, or how convinced  
that Summer will save him from  
being doomed. "Summer  
isn't a girl, she's like a phase of  
my life," Webb says. "A lot of romantic  
comedies are loyal to a form rather  
than to people's experiences — but  
we're not. Joe and Zoey and I  
are one of those these weird,  
ambiguous relationships that happen  
in our twenties, when love dodges our  
expectations."

When you see this guy on screen, and you  
say, "fuck, man, I know exactly what  
he's like!" Gordon-Levitt says,  
"I feel that rush." "Sooo  
over and over again this  
is — and I love hearing it,  
"God, you got it! That's  
exactly what I went through. That so  
reminded me of my post! And  
what we wanted."

Levitt is a longtime friend of  
Webb's. She's familiar with  
his kind of it, and says this  
isn't a "relaxed a little  
bit." "When they met, nearly  
10 years ago, "Joe was really, really  
out of his mind — and you can't  
put him in a type, really, without  
it being hard to take."

Levitt was born in L.A., and  
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turned him into a teen idol.  
Webb complained about the "Foscht  
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# Come back to life.

Treatment Programs for:  
Pain Recovery, Relapse, Women, Men,  
and Young Adults

[AshleyTreatment.org](http://AshleyTreatment.org)



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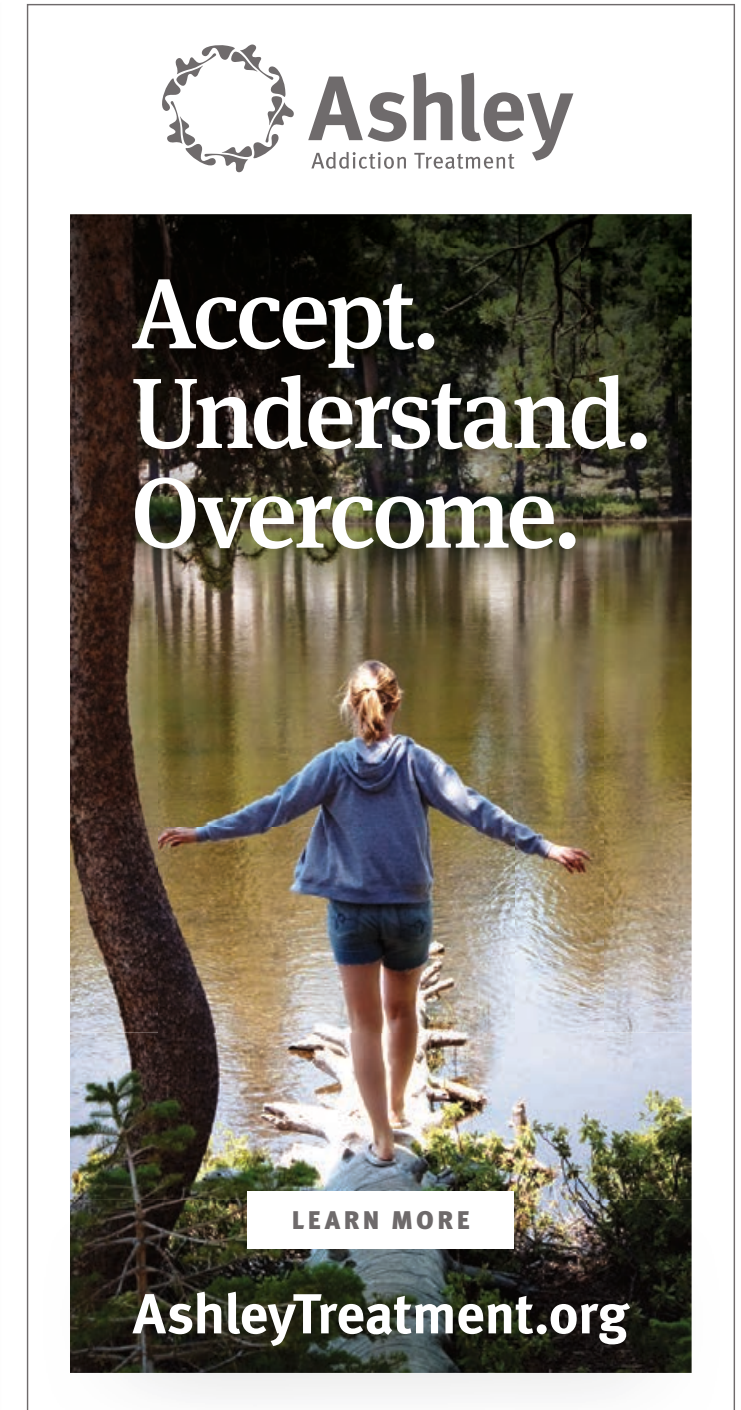
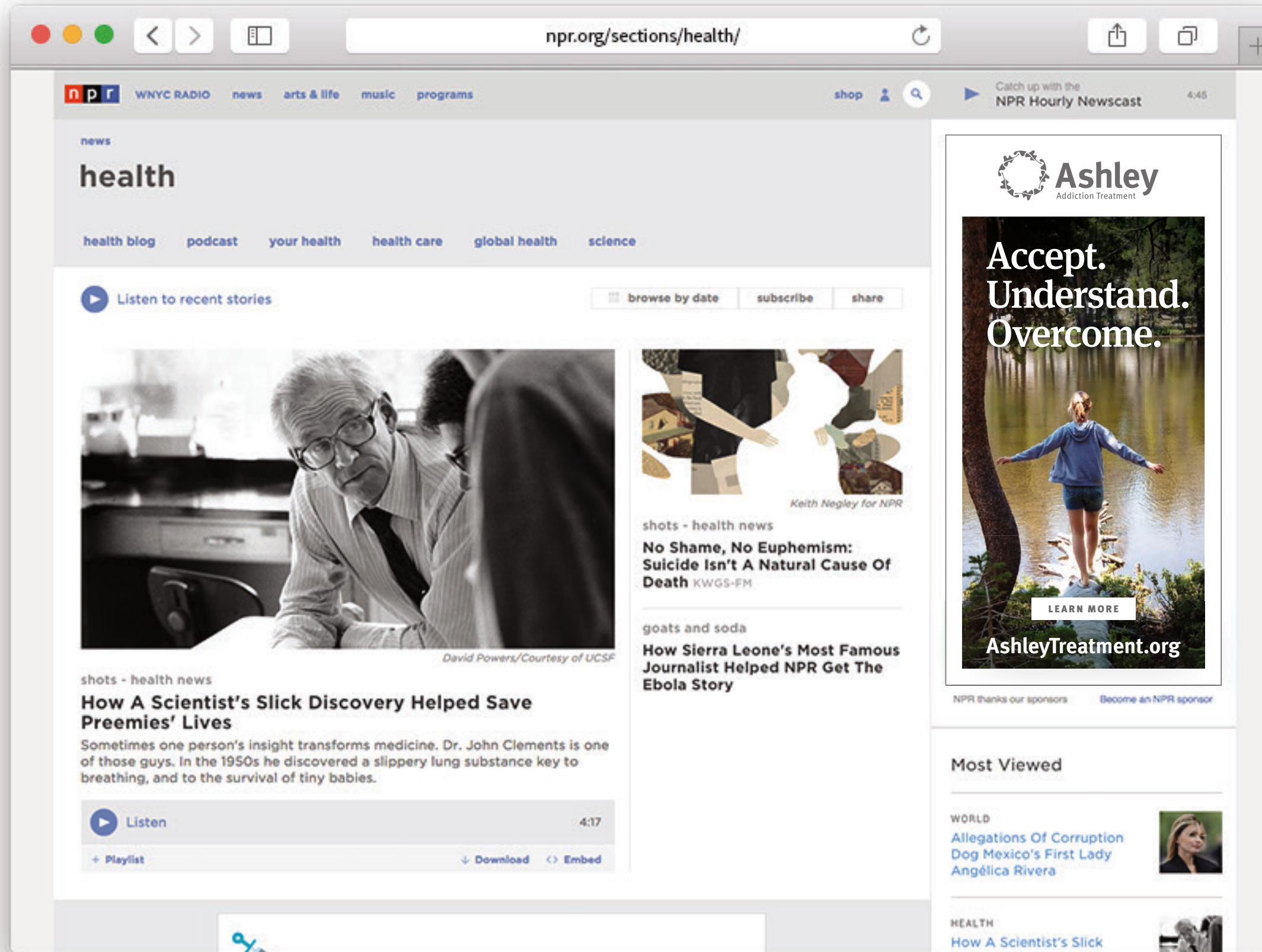
800 Tydings Lane  
Havre de Grace, Maryland 21078  
[AshleyTreatment.org](http://AshleyTreatment.org)

# Discover life beyond addiction.

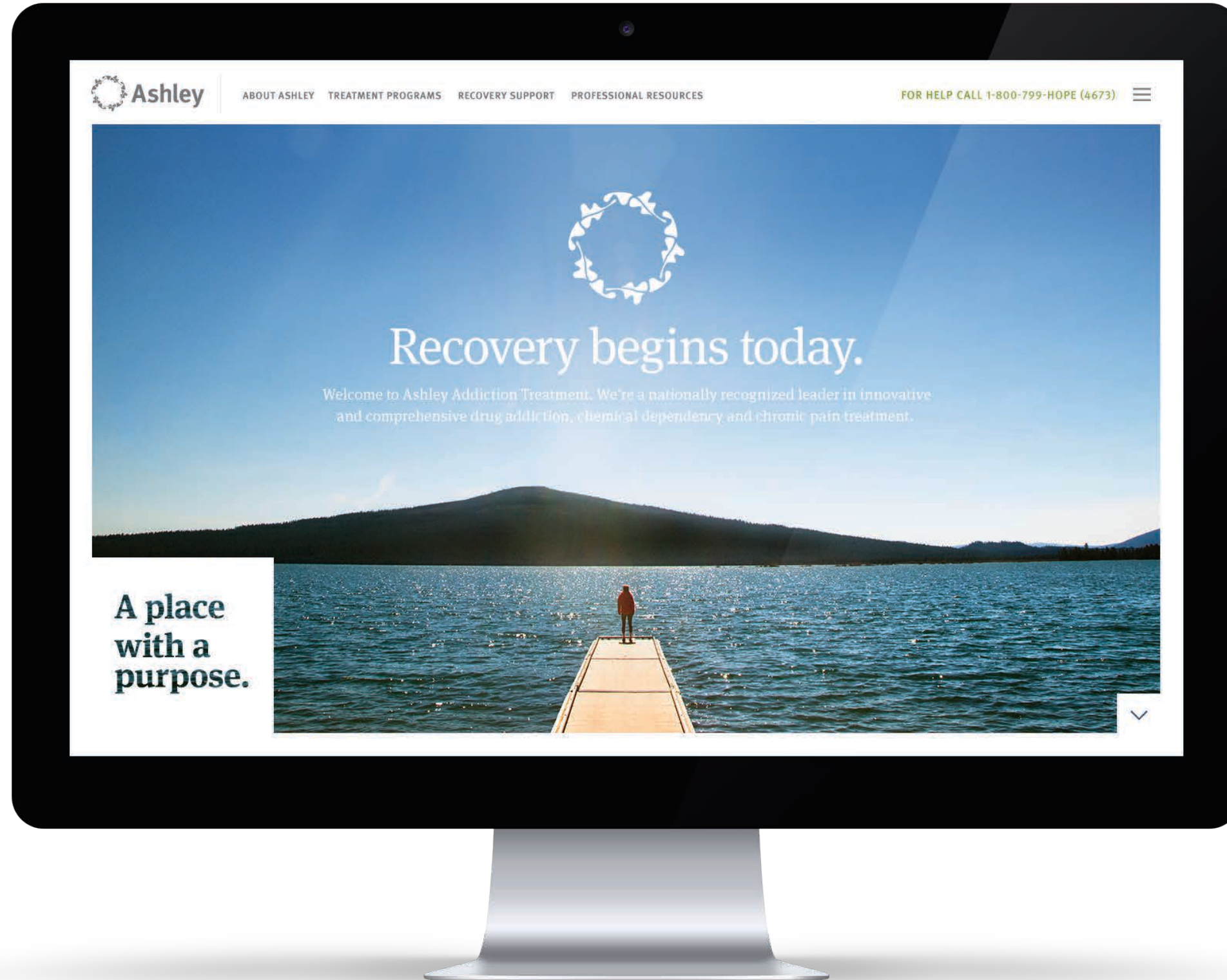
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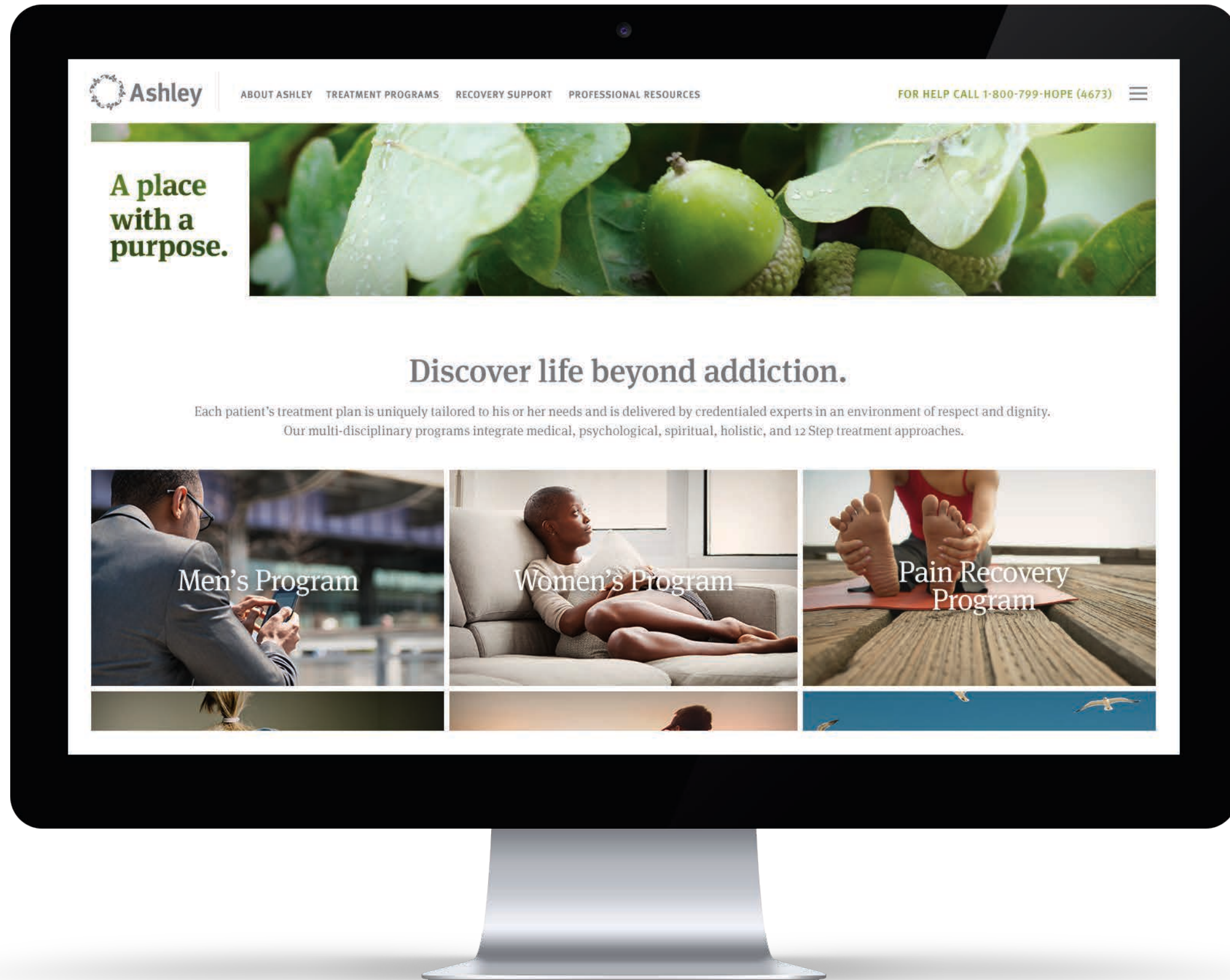


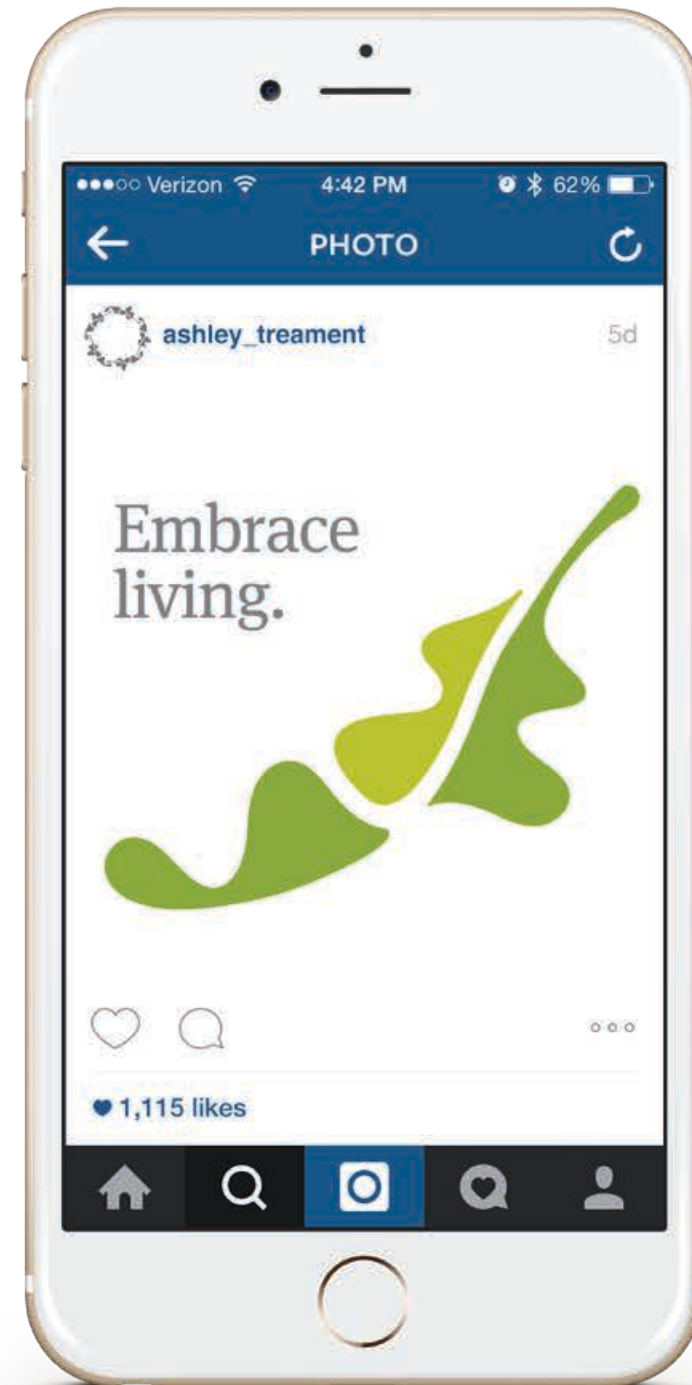
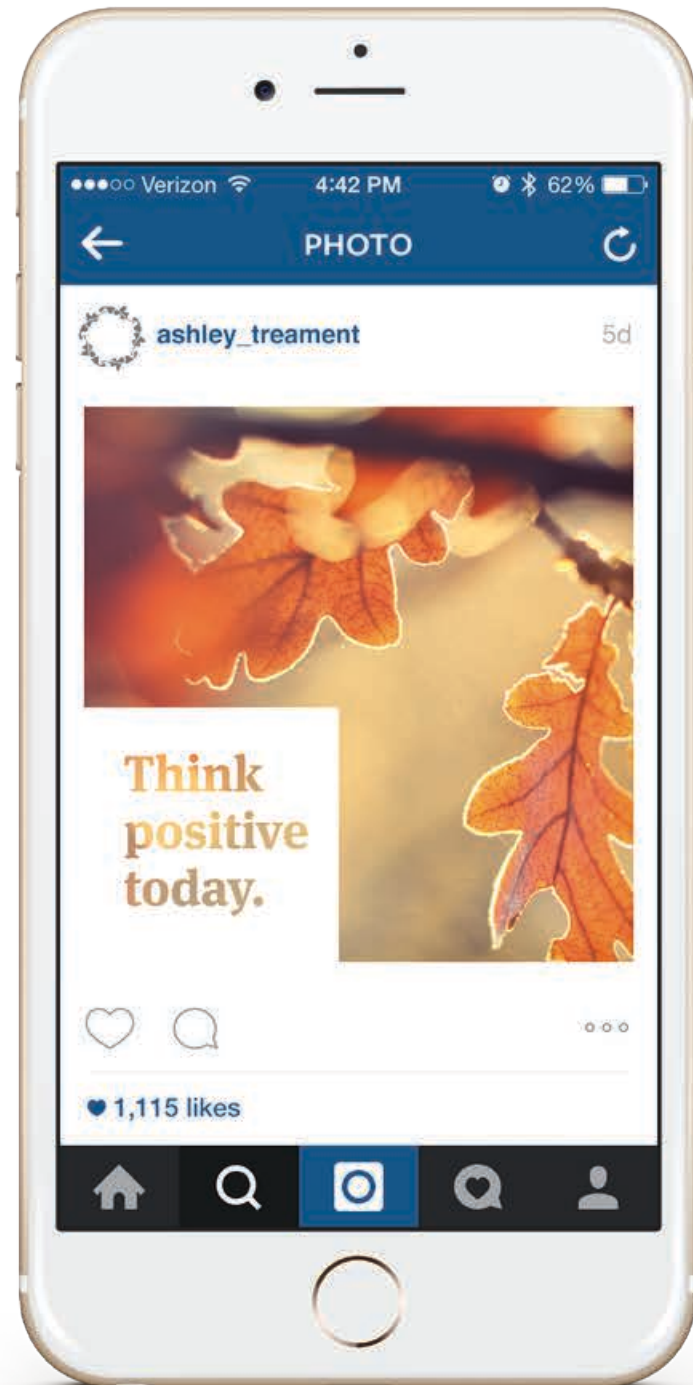
















# Ashley

Addiction Treatment









# NEXT STEPS FOR OUR WORK

- Present two brand directions to BOD, 8/27
- Gain approval and move into validation research, week of 8/31
- Validation Research, 8/31 - 9/21
- Work for Skip's Hall opening (TBD), 9/8 - 10/5
- Share research findings, week of 9/28
- Final approval, w/o 10/5
- Begin work on the Q2 brand launch and roll-out
- Skip's Hall opens, 10/17



**NEW YORK**

298 5TH AVE, 2ND FLOOR  
NEW YORK, NY 10001  
646.454.9206

**DC METRO**

**BALTIMORE**

**BAY AREA**

**HZDG.COM** // [INFO@HZDG.COM](mailto:INFO@HZDG.COM)