

# SAM™ AI for **Employers**

Predictive Recovery Intelligence That  
Protects Your People and Your P&L

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## Predictive Recovery Intelligence That Protects Your People and Your P&L

Loosid's newest technology, SAM-Sobriety and Addiction Mentor™ is a daily sober accountability software to help people get sober and stay sober, one day at a time.

Introduced as a B2C technology available to the (now) **400K+ Loosid members** as a premium service, we are now offering SAM™ to corporations and EAP's for their employees as a corporate wellness benefits.

*SAM™ offers daily check-in's, daily assignments, journals, daily tasks, while, at the same time building a custom dashboard to show the employee how they are progressing by day, week and month.*

SAM™ is your EAP's predictive recovery companion—an AI that knows each employee's patterns, monitors 24/7 for signs of struggle, and intervenes before costly incidents occur. Using a multi-layer memory system and behavioral pattern recognition, SAM™ delivers privacy-safe, proactive support that reduces absenteeism, improves performance, and deflects crises from hotlines and ER.

***The Employer Opportunity: 140M employed adults with substance use concerns, 23M in recovery, >\$35B annual employer burden from absenteeism, presenteeism, accidents, and healthcare.***

*SAM™ converts risk into ROI: fewer incidents, higher engagement, and measurable wellbeing improvements—all without exposing individual PII.*



### How SAM™ Learns: Memory Architecture Built for the Workplace

SAM™'s intelligence comes from a layered memory system tuned to workplace realities and privacy. It synthesizes engagement signals and outcomes to time interventions precisely— without sharing individual identities.

#### Short-Term Memory (Recent Context)

- Last 7–14 days of check-ins, mood, and stress markers
- Upcoming risks: client dinners, travel, overnights, shift changes
- Active goals: sobriety, moderation limits, sleep/wind-down routines
- Response latency and engagement consistency

#### Long-Term Memory (Stable Patterns)

- Known triggers: time-of-day, social settings, travel weeks
- What works: preferred coping strategies and scripts
- Calendar rhythms: quarter-end sprints, shift rotations
- Recovery history: sober date, meeting cadence (user-approved)

#### Privacy-Preserving Analytics

- Aggregate, de-identified reporting for employers (no PII)
- Guardrails on frequency, tone, escalation, and consent
- Audit trails for every decision and clinical handoff

# Two-Track Model: Meet Employees Where They Are

Track Switching: Employees can move between tracks anytime; preferences, goals, and guardrails update automatically. Employer content packs tailor scripts for shift work, travel-heavy teams, and high-stress roles.

## Track 1: Recovery Support

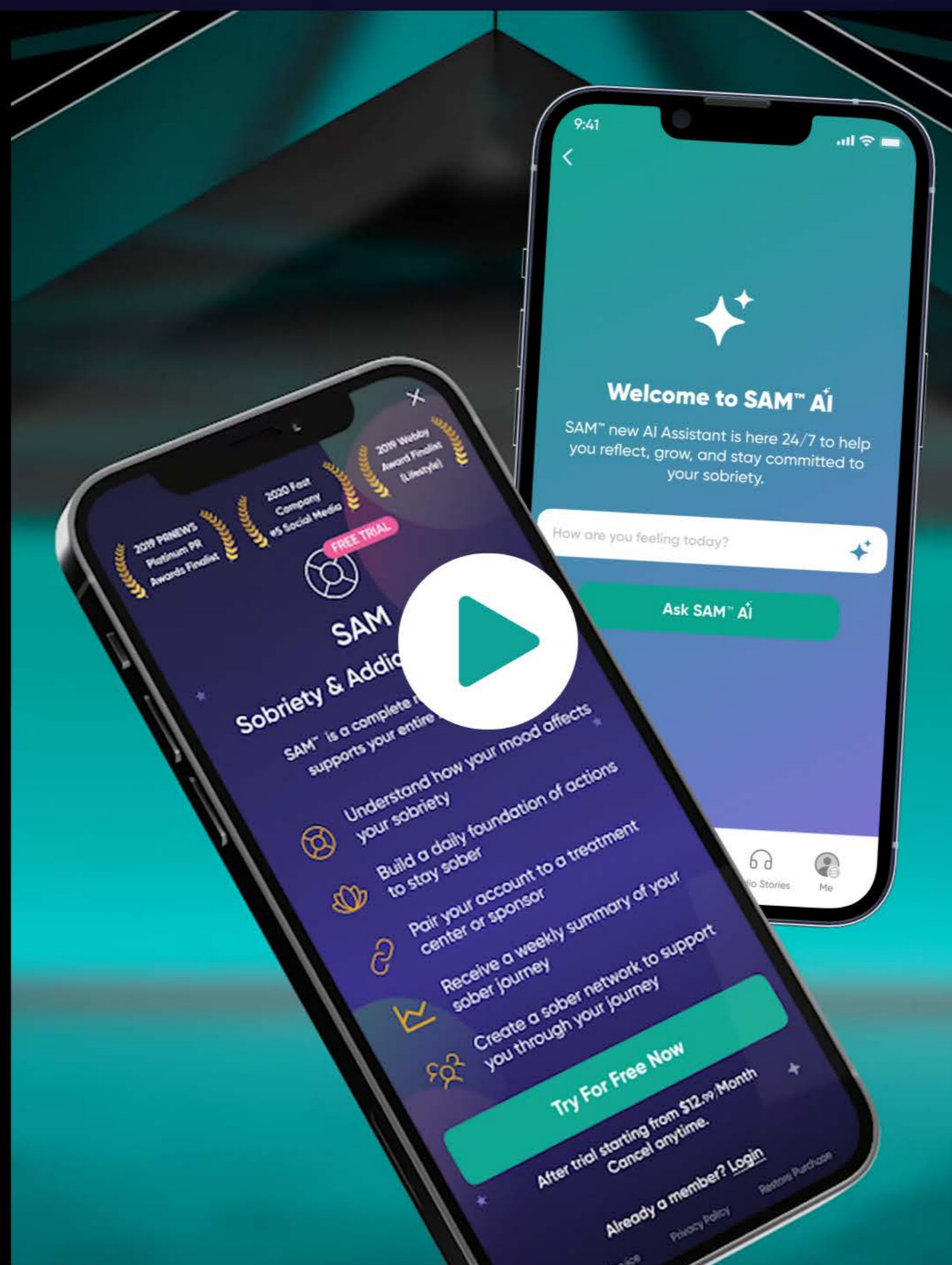
*Goal: Zero Use*

- Daily check-ins, craving support, relapse prevention plans
- Meeting finder, sponsor prompts, crisis routing
- (EAP/clinical)
- Firm boundaries; immediate escalation when safety signals appear
- Sample: "Evenings are tough. AA at 6:30 nearby—want directions?"

## Track 2: Moderation & Performance

*Goal: Reduce Harm*

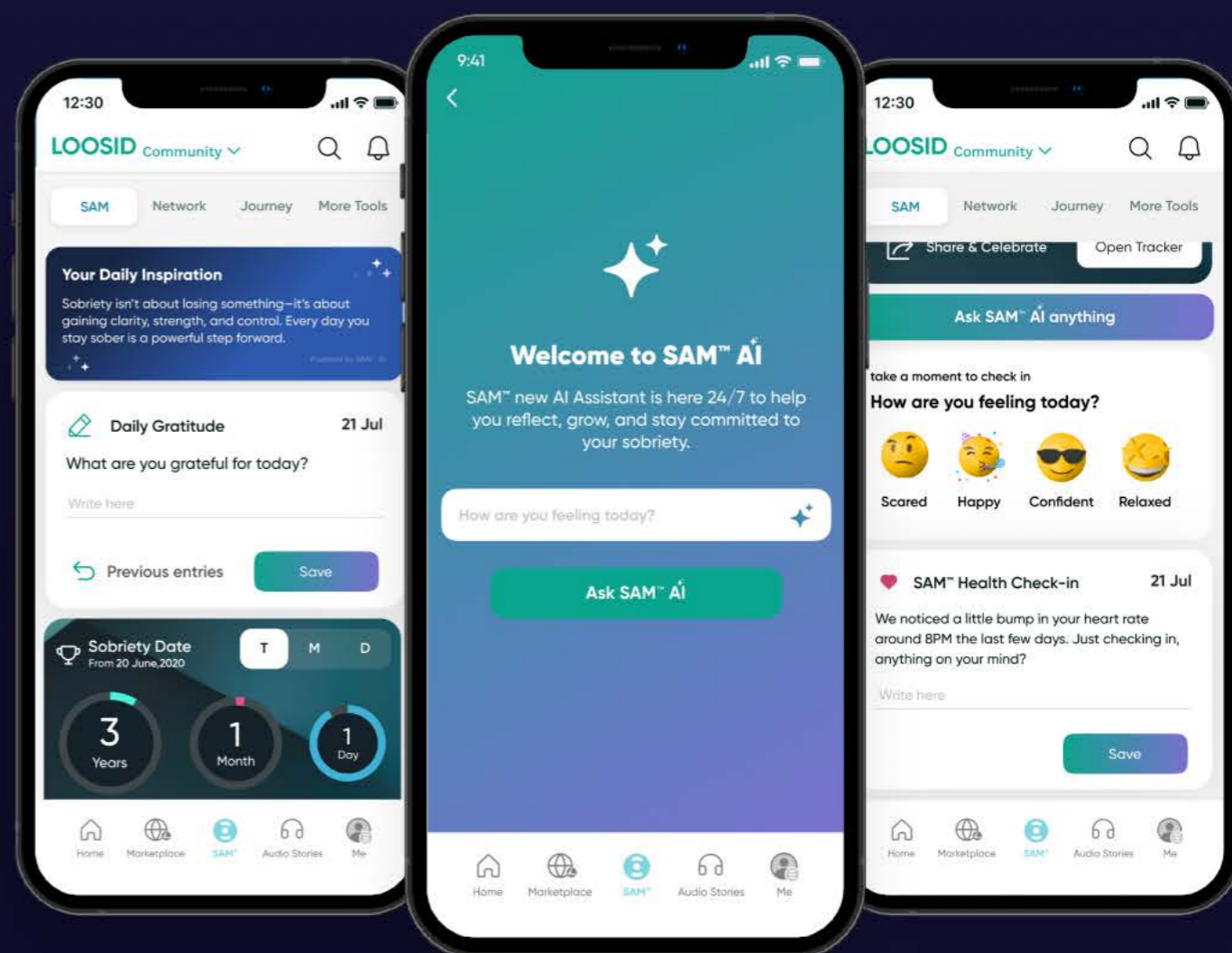
- Pre-commitment plans for dinners/events/travel; substitution strategies
- Work-friendly tone: sleep, focus, energy, consistent mornings
- Micro-plans at risky times; gentle, non-stigmatizing language
- Sample: "Two-drink limit tonight? I'll check in at 9pm."



# Real-World Workplace Scenarios

In today's fast-paced work environments, stress, travel, and shifting schedules can easily challenge employee wellbeing. SAM™ AI transforms traditional support by proactively identifying high-risk moments before they escalate—bridging the gap between self-help tools and real human support.

These real-world scenarios show how SAM™ seamlessly integrates into daily routines, offering timely, compassionate interventions that improve performance, resilience, and recovery across diverse workplace roles.



## Scenario 1: The Sales Executive (Moderation → Performance)

*Sarah, 34, high-pressure client dinners; tends to over-drink after wins.*

- **9am:** Calendar shows client dinner. SAM™: "Want a 2-drink plan and an exit script?"
- **5pm:** Pre-commitment saved. SAM™: "Switching to soda—early flight is a great script. Check at 9pm?"
- **9pm:** Proactive check-in → small miss. SAM™: "No judgment—water + 10:30pm wind-down for better sleep?"
- **Next morning:** Debrief → stronger plan for next client event

*What competitors can't do: Hotlines wait for calls; apps wait for logins. SAM™ predicts the high-risk moment, reaches out first, and adapts in real time.*

## Scenario 2: The Night-Shift Nurse (Recovery)

*James, 29, ER nurse, 8 months sober; 2–4am vulnerability during overnights.*

- **Week 1:** Pattern learned: shift nights → 2–4am spikes
- **2:45am:** Preemptive nudge: "Up late? 4-7-8 breathing or quick grounding together?"
- **3:00am:** "Struggling." → SAM™ offers in-the-moment tools + flags EAP counselor
- **Next morning:** Memory updates; next overnight gets earlier proactive support

*What competitors can't do: No one watches every hour. SAM™ notices the subtle pattern changes that precede crisis and intervenes while help is reachable.*

## Scenario 3: Travel Week Risk (Moderation → Recovery Guardrails)

*Marcus, 41, returning to travel; evenings alone are the trigger.*

- **Before trip:** SAM™ proposes hotel-friendly routines + non-alc options
- **First night 6pm:** "Your tricky time. Options: gym, room service + movie, 7pm meeting nearby."
- **If silent:** Escalation rule: "Reply to confirm you're okay, or I'll route support."

*What competitors can't do: Generic apps don't combine calendar, time-zone shifts, and past lapses to time support. SAM™ does—and documents deflections.*

## Scenario 4: High Tenure, Quiet Risk (Recovery Maintenance)

*Farah, 38, 3 years sober; workload spikes, skipped meetings, wearable shows poor sleep.*

- **Monday:** SAM™ detects silence + stress signals → gentle reach-out
- **Mid-week:** Farah replies: "Work crisis. Disconnected." → SAM™ rebuilds meeting cadence and sponsor contact
- **Next week:** Routine restored; risk window annotated for future spikes

*What competitors can't do: EAPs don't integrate physiologic signals with behavior gaps. SAM™ detects risk before the employee asks for help.*

# Proven ROI & Effortless Implementation



SAM™ AI delivers measurable outcomes that matter most to employers—healthier, more engaged teams and stronger bottom-line results.

With rapid, privacy-safe deployment and data-driven insights, organizations see real impact within weeks: improved plan adherence, reduced absenteeism, and smarter EAP utilization that scales effortlessly across industries.

## Outcomes & ROI: Employer Metrics That Matter

### Employee Outcomes

- 2–3× higher engagement vs. traditional EAP usage during high-risk hours
- Predictive deflections reduce hotline/ER reliance via earlier support
- Plan adherence lift through personalized timing and memory

### Financial Impact

- Absenteeism reduction via fewer next-day “lost mornings”
- Incident risk down for safety-sensitive roles (shift, field, travel)
- Lower healthcare escalations from proactive interventions
- Retention lift through better wellbeing support

*Note: Impact reporting is aggregate and privacy-safe; no individual data is shared.*

### Program Efficiency

- Automation: SAM™ handles routine check-ins and documentation
- Precision: Surfaces high-risk employees for optional human outreach (with consent)
- Dashboards: DAU, adherence, deflections, NPS—aggregate only

## Implementation: Fast, Private, Low-Lift

### Week 1–2: Launch

- ✓ Employer config via prompts (tone, resources, industries)
- ✓ HIPAA BAA, security review, consent language
- ✓ Comms kit for employees; optional calendar/wearable integrations

### Week 3–4: Scale

- Full rollout; ongoing content optimization
- Monthly outcome snapshots; executive brief
- Continuous learning—system gets smarter with use

### Month 2+: Pilot

- 200–1,000 employees invited (opt-in)
- Weekly aggregate reporting; guardrail QA
- Iterate content packs (shift work, travel, sales)

# Why SAM™, Why Now?

## ✓ Workforce Need:

140M employed adults impacted;  
rising stress and substance risk

## ✓ Privacy Maturity:

Aggregate analytics align with  
employer policies

## ✓ Clinical Capacity:

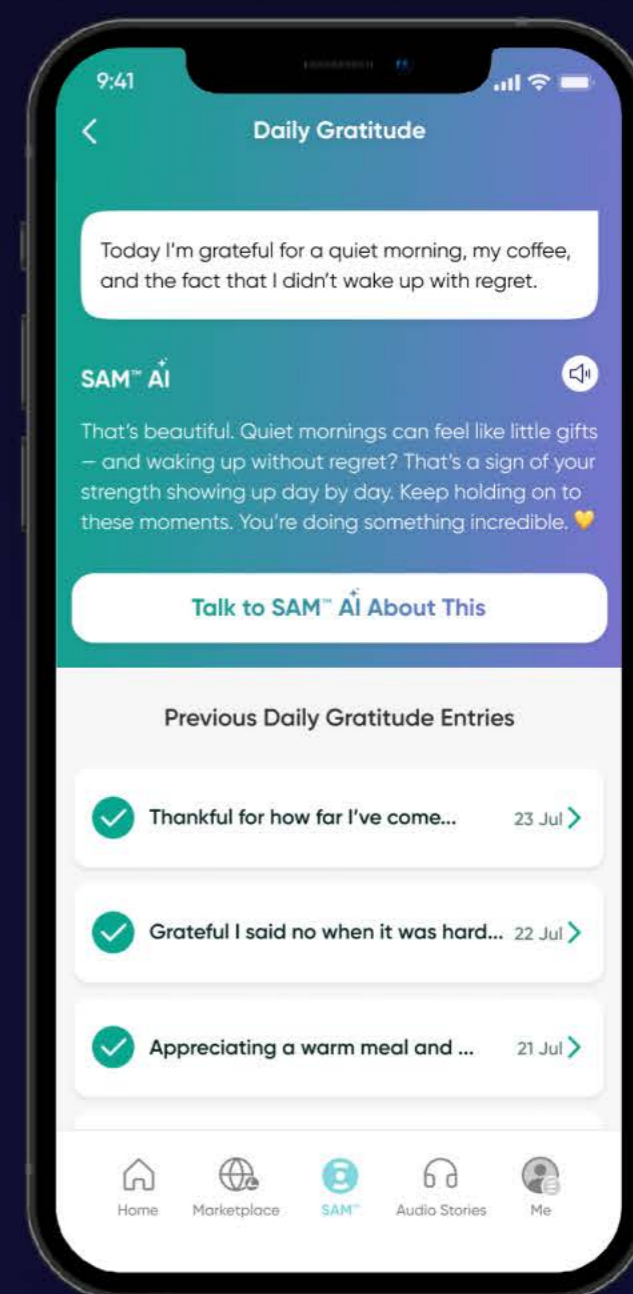
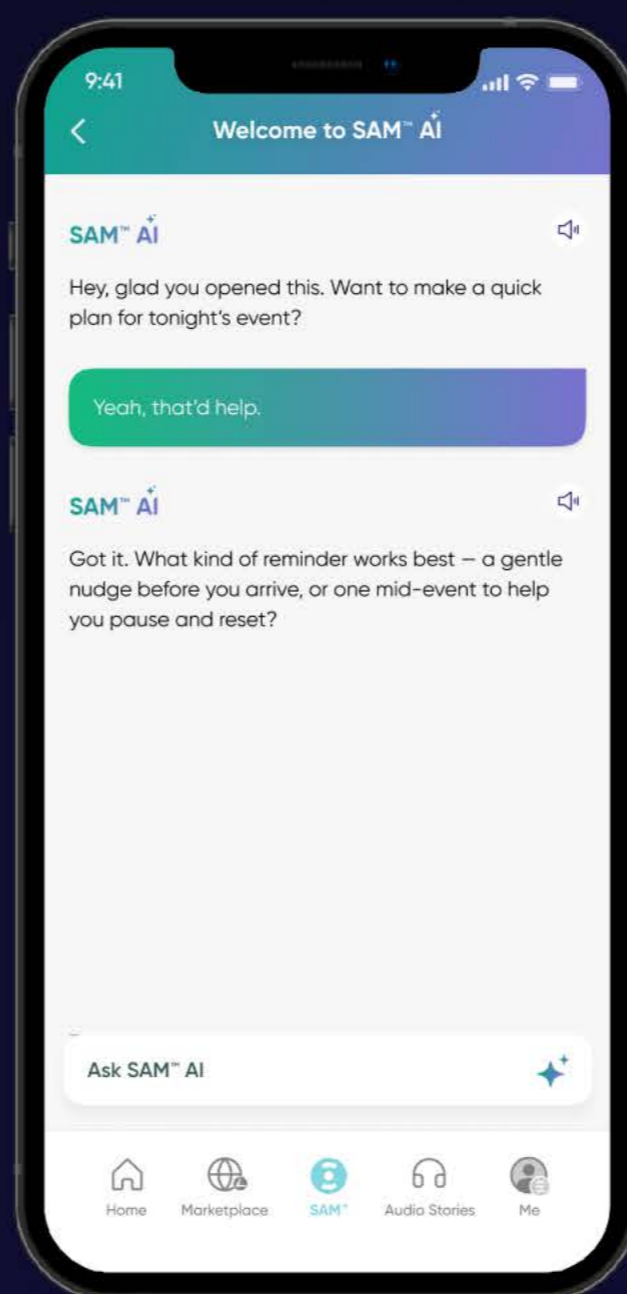
Scales support without hiring  
constraints

## ✓ Status Quo Fails:

Hotline-only EAPs miss the  
moment of need

## ✓ AI Readiness:

Memory-driven personalization  
now reliable and safe



## Privacy, Security & Compliance

- **HIPAA-Ready with BAA:** Encrypted data, audit logs, role-based access
- **Privacy by Design:** Employers see aggregate metrics only; no PII
- **AWS Infrastructure:** 99.9% uptime; healthcare-grade security (Bedrock AI)
- **Guardrails:** Frequency caps, escalation paths, clinical oversight
- **User Control:** View/edit memory; track switching; opt-out anytime
- **Compliance Reporting:** Automated documentation for audits

## The Choice: Lead or Follow

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**Employers face a decision:** Keep a reactive, low-utilization EAP—or deploy AI-enhanced, proactive recovery support that prevents incidents and protects performance.

Bottom line: SAM™ turns a costly, stigmatized problem into a measurable wellbeing advantage—predictive outreach, higher engagement, and privacy-safe reporting your executives can trust.

Want a pilot? We can launch within 30 days with aggregate reporting live in week two.

## FAQs

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### Q: How is this different from our current EAP?

A: Traditional EAPs wait for calls. SAM™ predicts risk windows, reaches out first, and adapts to outcomes—while keeping reporting aggregate and privacy-safe.

### Q: Will employees actually use it?

A: Engagement rises 2–3× when support arrives at the right time and in the right tone. Track choice (recovery or moderation) meets people where they are.

### Q: How quickly do we see ROI?

A: Early indicators in weeks: higher DAU, adherence to micro-plans, documented deflections. Financial impact builds over quarters via fewer incidents, better retention, and lower escalations.

### Q: How do you protect employee privacy?

A: No PII is shared with employers. Individuals control data and can view/edit memory. Employers see only aggregate trends (engagement, adherence, deflections, NPS).

### Q: Can we customize for our workforce?

A: Yes. Prompt-based configuration tailors tone, content, resources, and industry packs (shift, travel, sales) with no engineering lift.