

Cognit

Interview with Wayne Blampied, Founder

Cognit provides organizations that offer addiction and/or mental-health treatment with dynamic treatment models, web-based interactive psycho-education programs and clinical tools. Cognit supports, enhances and facilitates all stages and modalities of treatment and recovery. Wayne Blampied is the founder of Cognit and the developer of Cognit's Educational Infrastructure tools, Self-awareness Inventories, Remote Treatment tools, Peer-2-Peer, Train the Trainer, Continuum of Care and Adolescent Recovery Community (ARC) models.

Cognit's solutions are not treatments of themselves. They are processes that combine effective, research-based, easy-to-use psycho-educational content with self-application exercises and self-awareness tools. These tools are combined in powerful, web-based programs for use in treatment of addiction and other mental-health issues. The Cognit continuum of care allows patients to self-administer their programs, supported by non-clinical or clinical staff. This combination of care dramatically increases the educational outcome in pre-treatment, treatment, post-treatment and recovery. Cognit's solution can also reduce or eliminate wait lists, since a patient may begin the recovery process as soon as they are ready. The direct, on-demand access to programs by patients enhances their personal recovery process and allows treatment providers to focus less on education and more on therapy.

Cognit's fundamental benefit lies in its ability to deliver consistent programming, assist in the therapeutic process and measure outcomes. Central to the Cognit process is a simple but powerful self-awareness tool that allows service providers, counsellors and patients to evaluate, plan and monitor the treatment and recovery process. It supplies service providers with quantified results of program effectiveness. It provides counsellors with a tool to identify a patient's unique needs, guide treatment planning and counselling sessions, and recognize possible indicators of relapse. And it provides patients with a way to track their own progress and to identify the issues they want to address in treatment. Cognit quantifies a patient's self-awareness as well as program and personal progress through a series of quizzes, assessments, worksheet exercises and self-awareness inventories.

Cognit is currently providing addiction programming for a new hospital in Indiana and a women's treatment centre in British Columbia. The company is also providing programming for the Family Program for the Salvation Army's Harbour Light Centre in Toronto and to peer support groups in southern Ontario. The company is planning to partner with addiction and mental-health counsellors to provide remote treatment in under-served areas of Ontario. Cognit is currently in negotiations to conduct field trials of their post-traumatic stress disorder program in a branch of the US military. Mr. Blampied is constantly impressed by the creativity of Cognit's partners and how they integrate Cognit's solution with what they already have in place, producing a unique treatment program within a consistent framework. With the test cases from these and other partners, the company is looking forward to successful commercialization in broader markets.

Mr. Blampied has testified in front of the Ontario Minister's Advisory Group on Mental Health and Addictions and has participated in focus groups with the Mental Health Commission of Canada (MHCC). He has been invited to participate in a peer support consultation with the MHCC and has made submissions to mental health agencies, the Community Anti-Drug Coalitions of America (CADCA), and the Institute for Recovery and Community Integration.

According to Mr. Blampied, "Changing views on addiction treatment, an increased emphasis on best practices and a renewed interest in peer support are all helping to drive the market for Cognit. The addiction-treatment market is evolving, maturing and consolidating. There is a push by funding agencies for change. In the past, treatment results have mostly been qualitative: 'people completed or didn't complete treatment.' Today organizations that provide funding are demanding consistent application of best practices and quantified results. It is the time for Cognit."

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