

# Coaching by Phone

## Brief Interventions Ranked #1 Alcohol Treatment Method

Dr. Marc F. Kern understands the power of brief interventions for alcohol, drug and other repetitive behaviors. It is the foundation for his Addiction Recovery Planning Sessions, as well as his other non-12-step addictive alternatives treatment services, Abstinence Coaching, Harm Reduction Coaching, and HALO Coaching. He works with his clients as their coach, in 30- to 60-minute sessions, by phone or in person. Clients schedule sessions on a regular or as-needed basis. This convenient treatment approach lets clients pursue their recovery in complete privacy and anonymity without disrupting the normal flow of their lives.

These coaching sessions are known as “brief interventions,” as opposed to the longer-term and more costly intervention approaches of in-patient treatment centers and rehab facilities.

### Ranked #1 out of 48 different treatment methods

The following extensive study shows very dramatically that the treatment modality of **Brief Interventions** is unquestionably the most effective alcohol addiction treatment method of 48 different methods. *Alcoholics Anonymous* is ranked #38 in effectiveness. Furthermore, Brief Interventions is more than 200% more effective in producing positive outcomes for clients than the second most effective method of Motivational Enhancement.

The following is an excerpt from “**Handbook of Alcoholism Treatment Approaches: Effective alternatives**” (3rd ed., 2003, Allyn & Bacon) by R. K. Hester & W.R. Miller (Eds.)

## What Works? A Summary of Alcohol Treatment Research

*For information on what each column means, see the bottom of the page.*

Treatment Modality	Rank order	Cumulative Evidence Score	Number of studies	%+	Mean Methodological Quotient Score	Mean Severity of Treatment Population	% Excellent
<b>Brief interventions</b>	1	390	34	74	13.29	2.47	53
Motivational enhancement	2	189	18	72	12.83	2.72	50
GABA agonist (Acamprosate)	3	116	5	100	11.60	3.80	20
Community Reinforcement	4.5	110	7	86	14.00	3.43	71
Self-change manual (Bibliotherapy)	4.5	110	17	59	12.65	2.59	53
Opiate antagonist (Naltrexone)	6	100	6	83	11.33	3.17	0
Behavioral self-control training	7	85	31	52	12.77	2.91	52
Behavior contracting	8	64	5	80	10.40	3.60	0
Social skills training	9	57	20	55	10.9	3.80	25
Marital therapy-Behavioral	10	44	9	56	12.33	3.44	44
Aversion therapy-Nausea	11	36	6	50	10.50	3.83	17
Case management	12	33	5	80	10.50	3.75	0
Cognitive Therapy	13	21	10	40	10.00	3.70	10

Aversion Therapy, Covert Sensitization	14.5	18	8	38	10.88	3.50	0
Aversion therapy, Apneic	14.5	18	3	67	9.67	3.33	0
Family therapy	16	15	4	50	9.25	3.25	0
Acupuncture	17	14	3	67	9.67	3.67	0
Client-centered Counseling	18	5	8	50	11.13	3.38	13
Aversion therapy, Electrical	19	-1	18	44	11.06	3.78	17
Exercise	20	-3	3	33	11.00	2.00	0
Stress Management	21	-4	3	33	10.33	2.67	0
Antidipsotropic- Disulfiram	22	-6	27	44	11.07	3.69	26
Antidepressant-SSRI	23	-16	15	53	8.60	2.67	0
Problem Solving	24	-26	4	25	12.25	3.75	50
Lithium	25	-32	7	43	11.43	3.71	29
Marital therapy- Nonbehavioral	26	-33	8	38	12.25	3.63	25
Group process psychotherapy	27	-34	3	0	8.00	2.67	0
Functional analysis	28	-36	3	0	12.00	2.67	33
Relapse prevention	29	-38	22	36	11.73	3.23	31
Self-monitoring	30	-39	6	33	12.00	3.17	50
Hypnosis	31	-41	4	0	10.25	3.75	0
Psychedelic medication	32	-44	8	25	10.13	3.63	0
Antidipsotropic-calcium carbimide	33	-52	3	0	10.00	4.00	0
Attention Placebo	34	-59	3	0	12.33	3.33	33
Serotonin agonist	35	-68	3	0	11.33	2.33	0
Treatment as usual	36	-78	15	27	9.07	3.07	13
Twelve-step facilitation	37	-82	6	17	15.00	3.67	83
<b>Alcoholics anonymous</b>	38	-94	7	14	10.71	3.14	29
Anxiolytic medication	39	-98	15	27	8.13	3.40	0
Milieu therapy	40	-102	14	21	10.86	3.64	29
Antidipsotropic-metronidazole	41	-103	11	9	9.73	3.73	0
Antidepressant medication (non-SSRI)	42	-104	6	0	8.67	3.17	0
Videotape self-confrontation	43	-108	8	0	10.50	3.34	13
Relaxation training	44	-152	18	17	10/56	3.06	17
Confrontational Counseling	45	-183	12	0	10.25	3.00	33
Psychotherapy	46	-207	19	16	10.89	3.26	21
General alcoholism counseling	47	-284	23	9	11.26	3.22	22
Education (tapes, lectures, or films)	48	-443	39	13	9.77	2.44	1.5

**Cumulative Evidence Score (CES).** The CES is figured in this way. *For each study*, the Methodological Quality Score is multiplied by the Outcome Logic Score (not shown). Then they added up all these scores for a particular modality. So the CES is a function of the number of studies, the scientific rigor of each study, and the outcomes for a treatment within each study.

**Mean Methodological Quotient Score.** This is the average score of the scientific rigor of each study in a particular modality. Scores can range from 0 to 17.

**Mean Severity of Treatment Population.** This reflects the average of how severely dependent the population studied was. Scores range from 1 (less severe alcohol related problems and dependence) to 4 (severe alcohol dependence).

**% Excellent** This is the percent of studies in each treatment category that had high Methodological Quotient Scores (>13 on scale of 1-17).