Pathroot Launches “Considering Care,” Pre-Admission Family Support For Addiction Treatment Programs

New “Considering Care” program helps addiction treatment providers identify, nurture and support individuals and families before they engage with admissions



Pathroot Health helps behavioral health organizations educate, engage and align families from the initial consideration of treatment through treatment and recovery.

NASHVILLE, TN, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Behavioral Health Tech 2026 — Pathroot Health today unveiled, “Considering Care,” a provider-branded experience that helps addiction treatment programs identify, educate and engage prospective patients through their families while they are considering treatment.

“Families have tremendous influence over whether someone enters addiction treatment, but reaching that decision can take days, weeks, months or even longer,” said Carolyn Bradfield, founder and CEO of Pathroot Health. “Our new ‘Considering Care’ program helps providers establish a relationship during the pre-admission period, and guides families through the decision process without creating pressure. Prospective admissions and treatment programs can stay connected until the family is ready to take the next step.”

> Families strongly influence whether someone enters addiction treatment, but many hesitate to contact admissions while deciding if care is needed, how to pay, or how to gain a loved one’s cooperation.”
>
> *Carolyn Bradfield, founder and CEO of Pathroot Health*

“Considering Care” is a fully managed, provider-branded pre-admission engagement platform that provides a guided place to explore treatment, before they are ready to speak with admissions. Participants enter through the treatment provider’s website, register and consent to share their information with the program. This transforms anonymous website visitors into identified prospects who can receive relevant

education, decision support and guidance, with a direct path back to admissions when they are ready.

Approximately 95% of treatment website visitors leave without calling or completing a form, while nearly 40 million Americans who need substance use disorder (SUD) treatment do not receive it. Behind those numbers are individuals and families researching programs, comparing options, navigating cost and insurance, and trying to overcome the resistance of a family member struggling with addiction. Yet treatment providers cannot identify them, understand their barriers or help move them toward care.

Pathroot operates the entire experience, combining guided learning, treatment-decision resources, strategies for overcoming resistance, provider-specific content and personalized guidance from "Rootie," Pathroot's AI-powered support companion. Through the private Insights Center, providers can monitor participants' concerns, objections, readiness and engagement. They can use surveys to gather additional information and automate nurturing emails. Admissions staff has a sustained connection with prospective patients and families as they move toward a decision.

"People often hesitate to contact admissions because they are still deciding whether treatment is necessary, how to pay for it or how to gain a loved one's cooperation," Bradfield added. "They also may fear being pressured to decide before they are ready. A website alone cannot address every question holding them back. 'Considering Care' gives them a lower-pressure place to work through their concerns while helping the provider begin a supportive relationship."

Once an individual is admitted to treatment, the program can automatically transition the family into Pathroot's full family experience, to complement their existing family support, adding support groups, moderated discussions, guided activities and stories from people with relevant lived experience. This creates continuity from the initial admission decision that carries through treatment, discharge and recovery.

Pathroot is inviting a limited number of addiction treatment programs to become "Considering Care" Founding Partners. Participating programs will receive preferred launch terms, a customized provider-branded experience, hands-on implementation and enrollment support, and the opportunity to help shape future capabilities. Learn more or schedule a demonstration at https://pathroothealth.com/pre-admission-family-support.

About Pathroot Health
Pathroot Health helps behavioral health organizations educate, engage and align families from the initial consideration of treatment through treatment and recovery. Its provider-branded, fully managed platform combines education, resources, facilitated support, communication, community and engagement tools in one connected family experience.

Pathroot helps organizations strengthen admissions, treatment retention, family satisfaction and

continuity of care without adding staff or operational burden. Learn more at pathroothealth.com.

Industry keywords: addiction treatment, admissions, pre-admission engagement, family engagement, behavioral health, substance use disorder, treatment decisions, patient acquisition, admissions conversion, family support, Considering Care

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