

## Notice of Success Story Incident

As part of Cadia Healthcare's mission to help our patients, we formerly used "success stories" as a means to encourage, motivate, and instill hope in our patients by celebrating our patients' progress towards recovery and rehabilitation on our social media pages. These success stories typically included the patient's photograph and a short testimonial highlighting their success.

Pursuant to our policies and procedures, Cadia employees were required to obtain a written consent form from any patient participating in the success story program prior to posting a story. However, on February 22, 2022, we learned that one or more of these success stories may have been posted without a valid consent form on file for the patient highlighted in the story. We promptly launched an investigation, removed all success stories from our social media pages, and on March 2, 2022, eliminated the success story program in its entirety.

As part of our investigation, we reviewed our records to identify any patients without a valid consent form on file. Because we deleted all success stories in 2022, we were unable to definitively determine all individuals who participated in the success story program. Accordingly, out of an abundance of caution, we are notifying individuals who may have participated and for whom we could not locate a valid consent form. If you believe you were impacted by this incident and have additional questions, please contact Elizabeth Price at [cadiaprivacyofficer@cadiahealthcare.com](mailto:cadiaprivacyofficer@cadiahealthcare.com).

We want to assure you that we have taken this matter very seriously, and we apologize for any inconvenience or concern this may have caused. We have since enhanced our privacy policies and procedures, as well as increased awareness of these policies and procedures through additional employee training, to help prevent something like this from happening again.