RECOVERME

Transforming Gambling Addiction Services: Leveraging Data and Digital Tools Effectively

RecoverMe in partnership with Ohio Casino Control Commission and Ohio Lottery Commission

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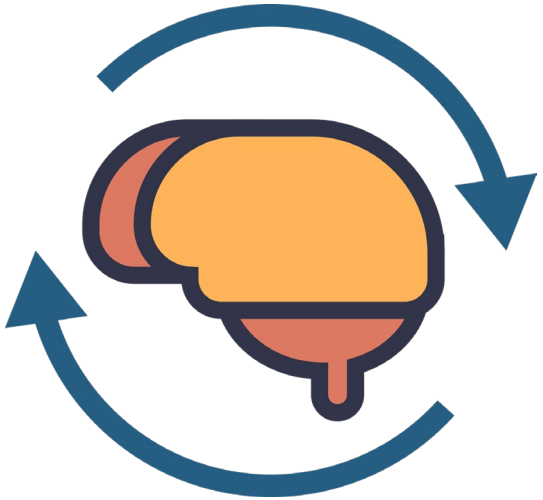
*This story has been anonymised

RecoverMe Mission

Empower

Clinician -led

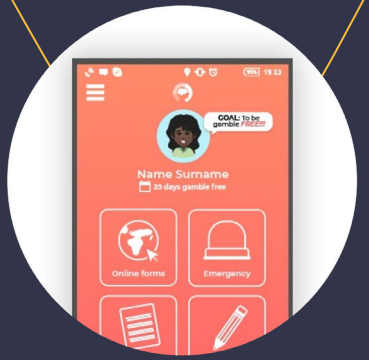


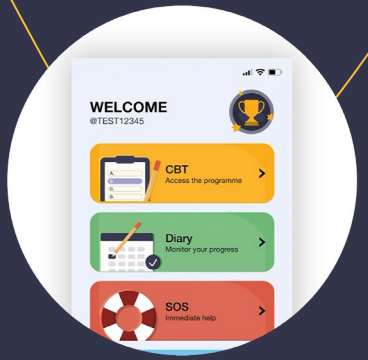
Lasting habits

RECOVERME

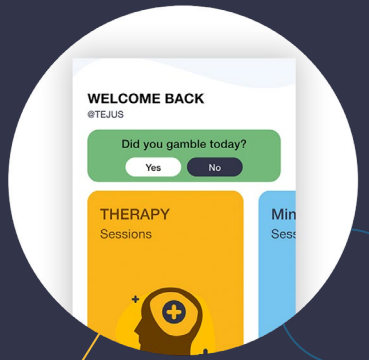
The Journey

2018





Now – 2025



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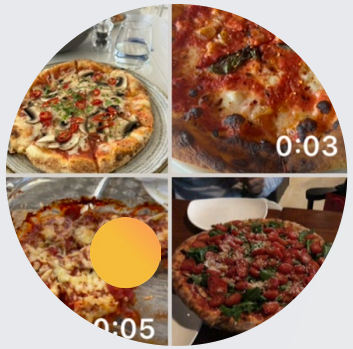
RecoverMe x Ohio Team…
and who we really are



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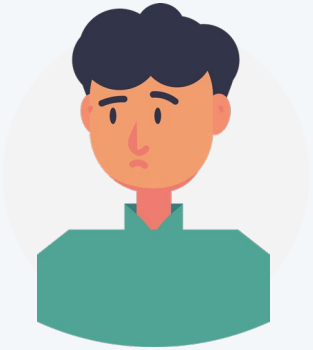
The Case for Digital Solutions in Gambling Recovery

The rise of online sports betting



Younger demographics are increasingly affected

Barriers to traditional help

24/7 access to support

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How Digital Tools Can Help Treatment Services

Scalable and cost -effective

Reaches underserved populations

Supports an evidence -based approach

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Research on Smartphone Apps for Problem Gambling

Meta-Analysis > Addiction. 2023 Sep;118(9):1661-1674. doi: 10.1111/add.16221. Epub 2023 Jun 28.

Effect of cognitive-behavioral techniques for problem gambling and gambling disorder: A systematic review and meta-analysis

Rory A Pfund [1 2], David P Forman [3], Shelby K Whalen [4], James M Zech [5], Meredith K Ginley [2 4], Samuel C Peter [6], Nicholas W McAfee [7], James P Whelan [1 2]

Affiliations + expand

PMID: 37381589 PMCID: PMC10524575 DOI: 10.1111/add.16221

J Gambl Stud. 2025 Jan 9;41(2):593–613. doi: 10.1007/s10899-024-10373-9

The General Acceptability and Use of Smartphone App-Delivered Interventions for Gambling in Australia

C O Hawker [1], S S Merkouris [1], A C Thomas [1], S N Rodda [1,2], S Cowlishaw [3], N A Dowling [1,✉]

Author information Article notes Copyright and License information

PMCID: PMC12116850 PMID: 39786522

Abstract

Smartphone Apps for Problem Gambling: A Review of Content and Quality

Li Yan McCurdy [a,b,#], Jennifer M Loya [b,#], Victoria R Hart-Derrick [d,^], Griffin C Young [e,^], Brian D Kiluk [b], Marc N Potenza [b,d,f,g,h,*]

Author information Article notes Copyright and License information

PMCID: PMC10919356 NIHMSID: NIHMS1964132 PMID: 38463534

affected by gambling addiction), *RecoverMe* was created by UK-based doctors through "discussions with gambling addicts, psychologists, and psychiatrists," and *Gambless* was created by "expert psychologists." This suggests that incorporating evidence-based approaches can improve aspects of app quality and working alliance. However, one limita

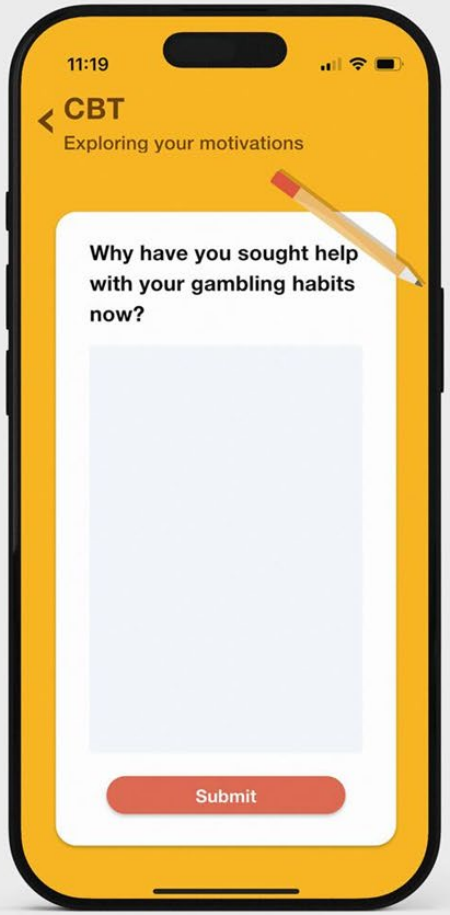
RECOVERME


15:46
WELCOME BACK
@TEJUS
Did you gamble today?
Yes
No
THERAPY
Sessions
Start now
Home
Support
Newsfeed
Profile

RECOVERME

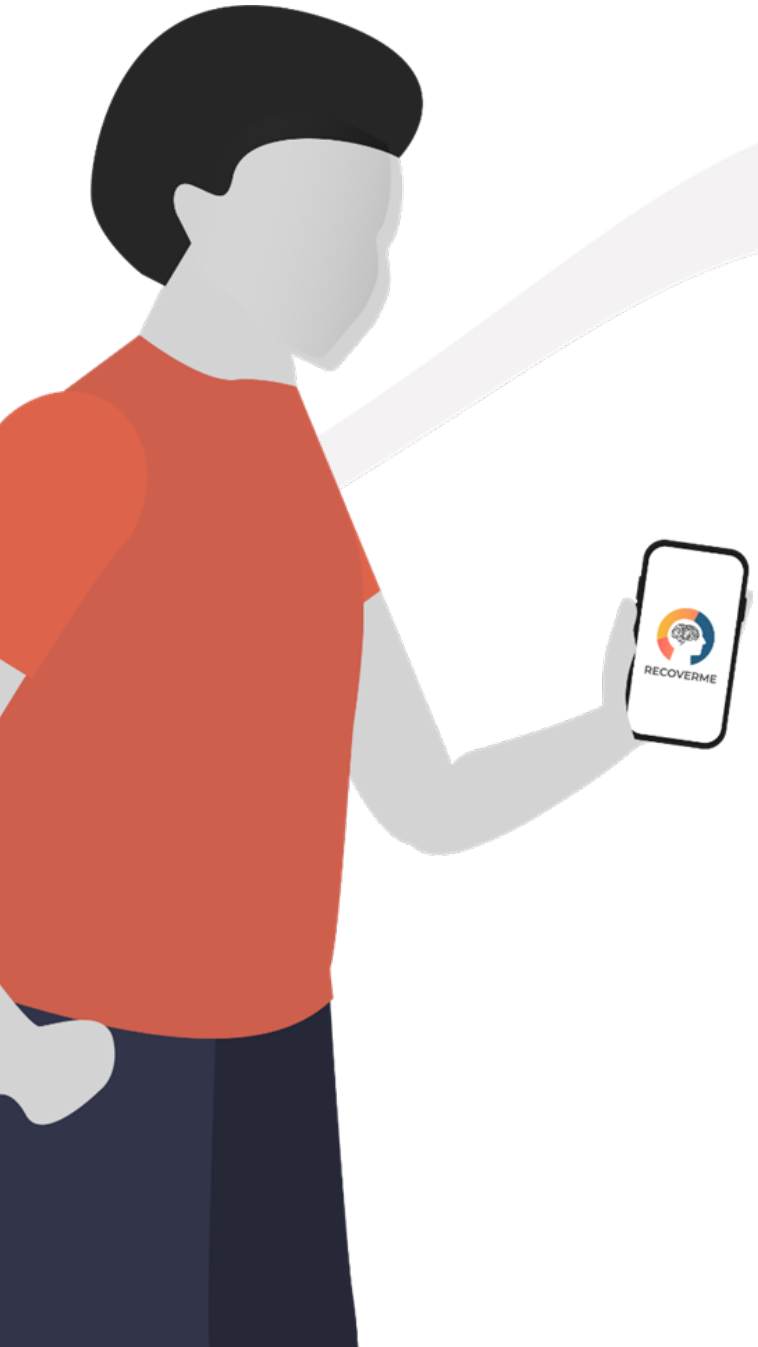

11:18
CBT
Your Gambling Habits
00:02
01:27
15
15
Transcript
Continue

RECOVERME


11:19
CBT
Exploring your motivations
Why have you sought help with your gambling habits now?
Submit

RECOVERME

RECOVERME



How does RecoverMe work?


Progress
SOS
Journal
CBT
Mindfulness
Support
RECOVERME


What is your goal regarding your gambling habits?
I want help to track and understand my behavior
I want support in cutting down and making healthier choices
I want help in stopping completely
I've already stopped and need help staying on track
Next

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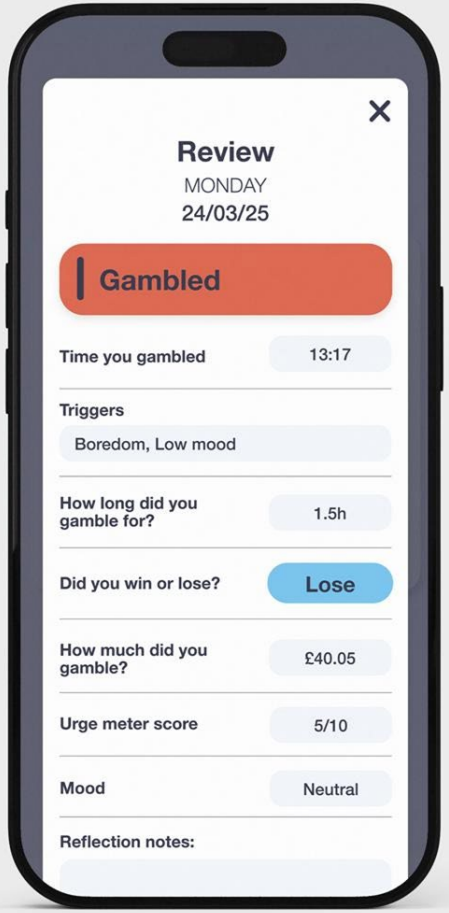
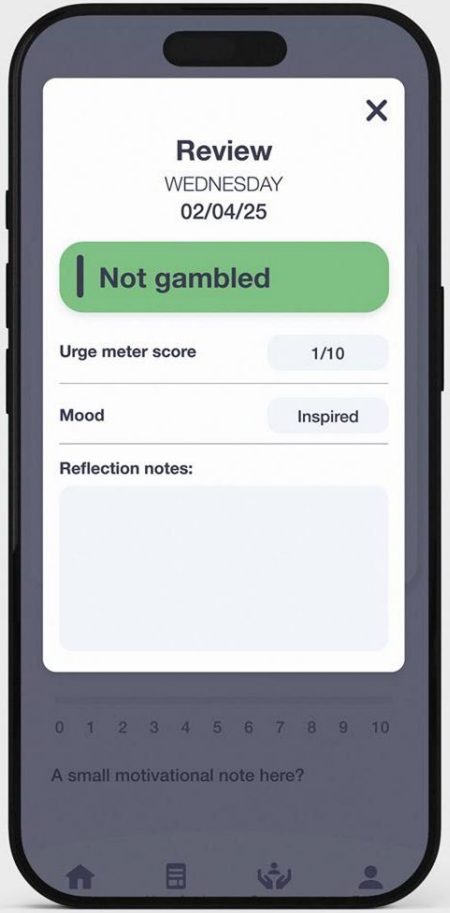
Why Are Users Using RecoverMe?

56%	I want help in **stopping completely**
20%	I want support in **cutting down** and making **healthier choices**
16%	I have **already stopped** and need help **staying on track**
8%	I want to help **track** and **understand** my gambling behavior


Review
MONDAY
24/03/25
Gambled
Time you gambled
13:17
Triggers
Boredom, Low mood
How long did you gamble for?
1.5h
Did you win or lose?
Lose
How much did you gamble?
£40.05
Urge meter score
5/10
Mood
Neutral
Reflection notes:


Review
WEDNESDAY
02/04/25
Not gambled
Urge meter score
1/10
Mood
Inspired
Reflection notes:
0 1 2 3 4 5 6 7 8 9 10
A small motivational note here?

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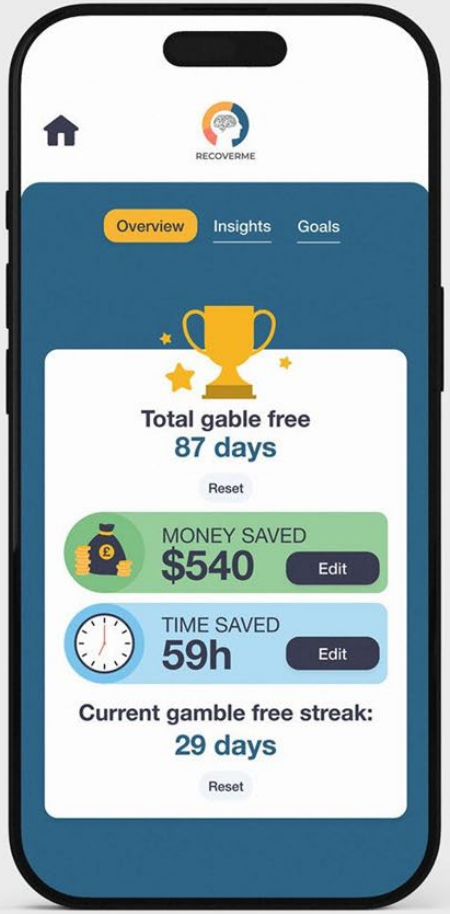
RECOVERME
Overview
Insights
Goals
Total gable free
87 days
Reset
MONEY SAVED
$540
Edit
TIME SAVED
59h
Edit
Current gamble free streak:
29 days
Reset

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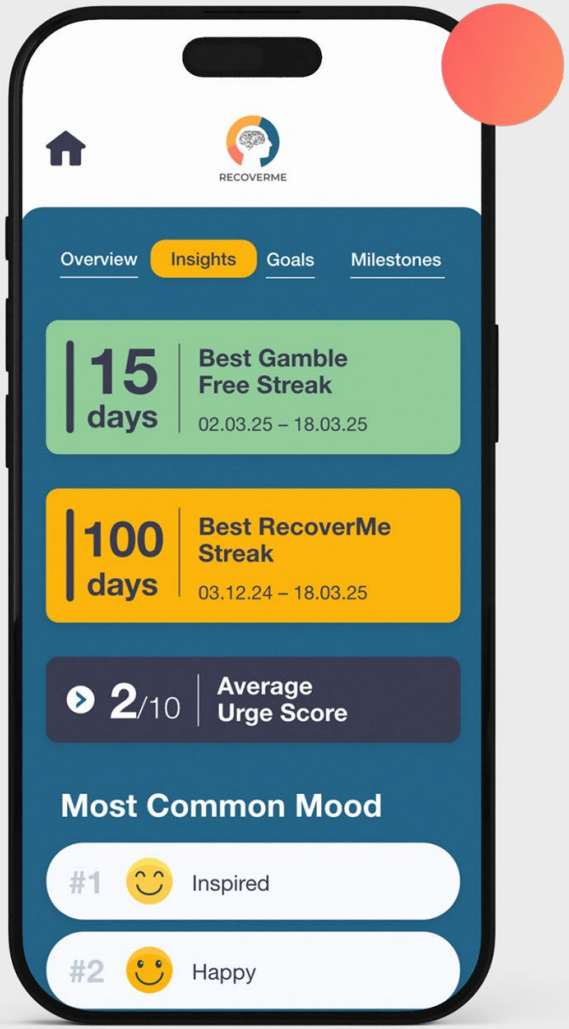
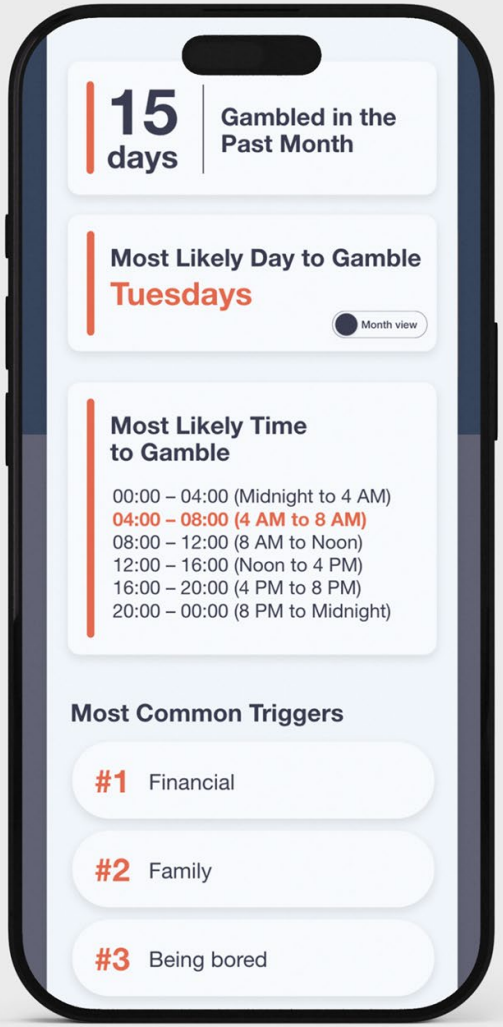
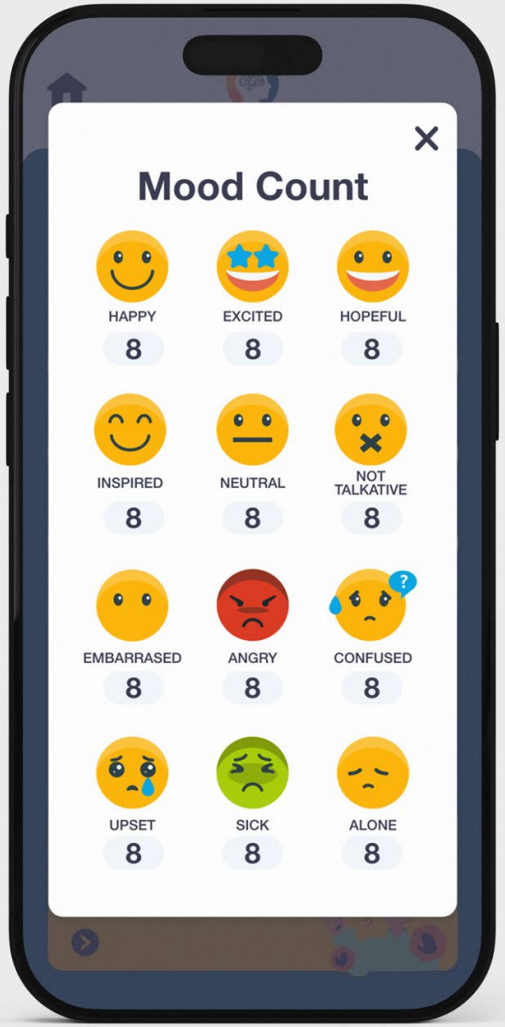
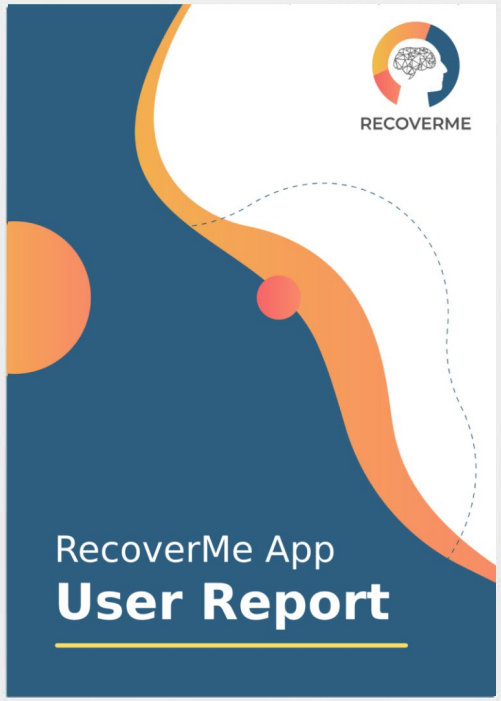
Meaningful Insights Which Matter

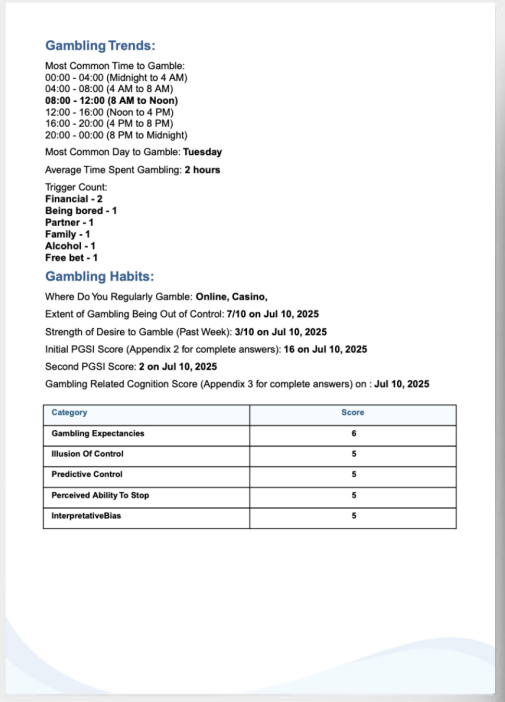






User Report - Exportable





Gambling Trends:

Most Common Time to Gamble:
00:00 - 04:00 (Midnight to 4 AM)
04:00 - 08:00 (4 AM to 8 AM)
08:00 - 12:00 (8 AM to Noon)
12:00 - 16:00 (Noon to 4 PM)
16:00 - 20:00 (4 PM to 8 PM)
20:00 - 00:00 (8 PM to Midnight)

Most Common Day to Gamble: **Tuesday**

Average Time Spent Gambling: **2 hours**

Trigger Count:
Financial - 2
Being bored - 1
Partner - 1
Family - 1
Alcohol - 1
Free bet - 1

Gambling Habits:

Where Do You Regularly Gamble: **Online, Casino,**

Extent of Gambling Being Out of Control: **7/10 on Jul 10, 2025**

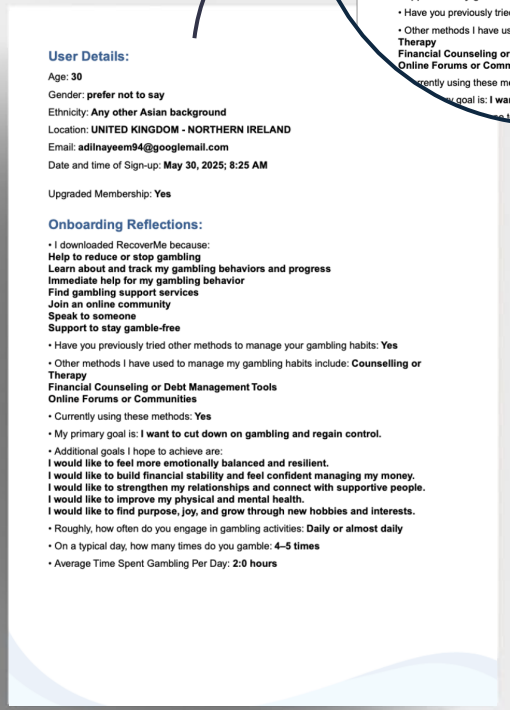
Strength of Desire to Gamble (Past Week): **3/10 on Jul 10, 2025**

Initial PGSI Score (Appendix 2 for complete answers): **16 on Jul 10, 2025**

Second PGSI Score: **2 on Jul 10, 2025**

Gambling Related Cognition Score (Appendix 3 for complete answers) on : **Jul 10, 2025**

Category	Score
Gambling Expectancies	**6**
Illusion Of Control	**5**
Predictive Control	**5**
Perceived Ability To Stop	**5**
InterpretativeBias	**5**



User Details:

Age: **30**

Gender: **prefer not to say**

Ethnicity: **Any other Asian background**

Location: **UNITED KINGDOM - NORTHERN IRELAND**

Email: **adilnayeem94@googlemail.com**

Date and time of Sign-up: **May 30, 2025; 8:25 AM**

Upgraded Membership: **Yes**

Onboarding Reflections:

• I downloaded RecoverMe because:
Help to reduce or stop gambling
Learn about and track my gambling behaviors and progress
Immediate help for my gambling behavior
Find gambling support services
Join an online community
Speak to someone
Support to stay gamble-free

• Have you previously tried other methods to manage your gambling habits: **Yes**

• Other methods I have used to manage my gambling habits include: **Counselling or Therapy**
Financial Counseling or Debt Management Tools
Online Forums or Communities

• Currently using these methods: **Yes**

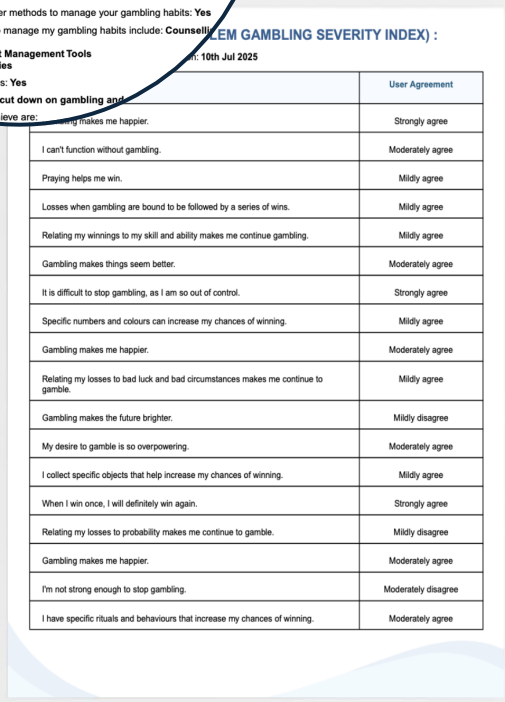
• My primary goal is: **I want to cut down on gambling and regain control.**

• Additional goals I hope to achieve are:
I would like to feel more emotionally balanced and resilient.
I would like to build financial stability and feel confident managing my money.
I would like to strengthen my relationships and connect with supportive people.
I would like to improve my physical and mental health.
I would like to find purpose, joy, and grow through new hobbies and interests.

• Roughly, how often do you engage in gambling activities: **Daily or almost daily**

• On a typical day, how many times do you gamble: **4–5 times**

• Average Time Spent Gambling Per Day: **2:0 hours**



EM GAMBLING SEVERITY INDEX) :

: 10th Jul 2025

	User Agreement
ng makes me happier.	Strongly agree
I can't function without gambling.	Moderately agree
Praying helps me win.	Mildly agree
Losses when gambling are bound to be followed by a series of wins.	Mildly agree
Relating my winnings to my skill and ability makes me continue gambling.	Mildly agree
Gambling makes things seem better.	Moderately agree
It is difficult to stop gambling, as I am so out of control.	Strongly agree
Specific numbers and colours can increase my chances of winning.	Mildly agree
Gambling makes me happier.	Moderately agree
Relating my losses to bad luck and bad circumstances makes me continue to gamble.	Mildly agree
Gambling makes the future brighter.	Mildly disagree
My desire to gamble is so overpowering.	Moderately agree
I collect specific objects that help increase my chances of winning.	Mildly agree
When I win once, I will definitely win again.	Strongly agree
Relating my losses to probability makes me continue to gamble.	Mildly disagree
Gambling makes me happier.	Moderately agree
I'm not strong enough to stop gambling.	Moderately disagree
I have specific rituals and behaviours that increase my chances of winning.	Moderately agree

Key Metrics

Globally over
12,000 users

US Launch: 2023

2,283
USA users

19% of total users
are now from US

45% growth
year or year in US

Logged over **1 million** gamble free days between them

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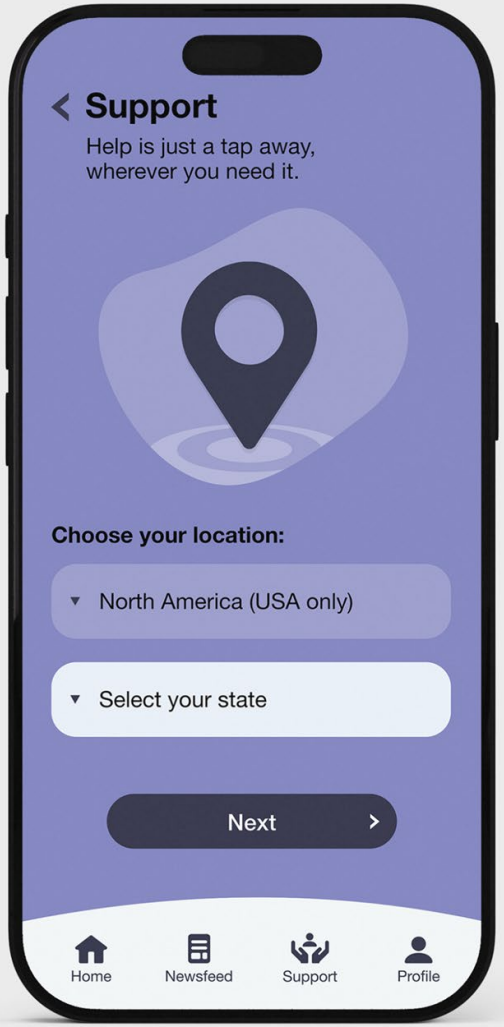
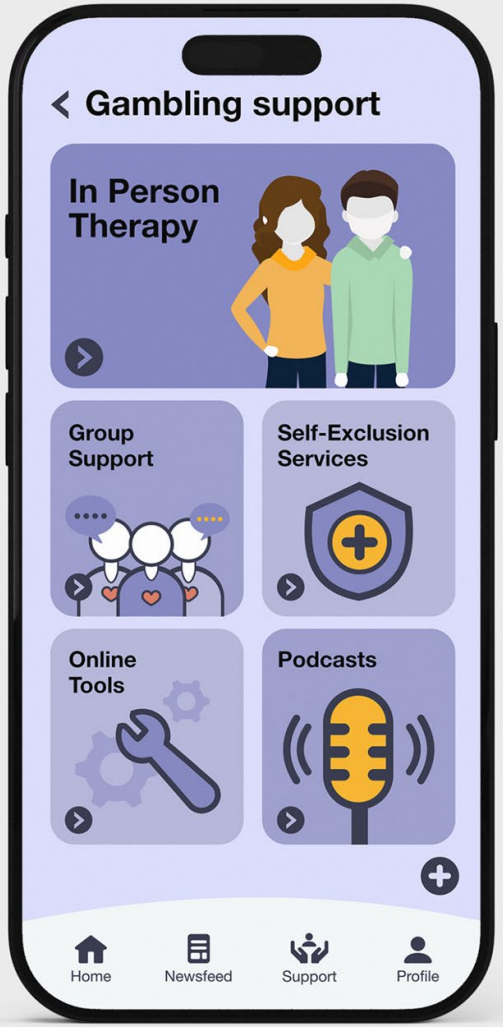
TimeOut Ohio


Support
Help is just a tap away, wherever you need it.
Choose your location:
North America (USA only)
Select your state
Next
Home
Newsfeed
Support
Profile


Gambling support
In Person Therapy
Group Support
Self-Exclusion Services
Online Tools
Podcasts
Home
Newsfeed
Support
Profile


Wellness Hub
Gambling Support
Affected Others
Mental Health Support
Relationship Support
Financial Management
Legal Support
Housing Support
Occupational Support
Home
Newsfeed
Support
Profile

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RecoverMe x Time Out Ohio

1 year of:

180 active
users

Showing growth quarter over quarter as awareness increases

First time
65% of users
have sought help with their gambling habits

Registered greater than
24,000
gamble free days

60%
of users signing up between
8pm - 8am

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Survey Findings

Impact on Gambling Habits

Significantly positive impact **39.5%**

Moderately positive impact **41.9%**

Change in Gambling Habits

I no longer gamble **42.7%**

I gamble less **40.6%**

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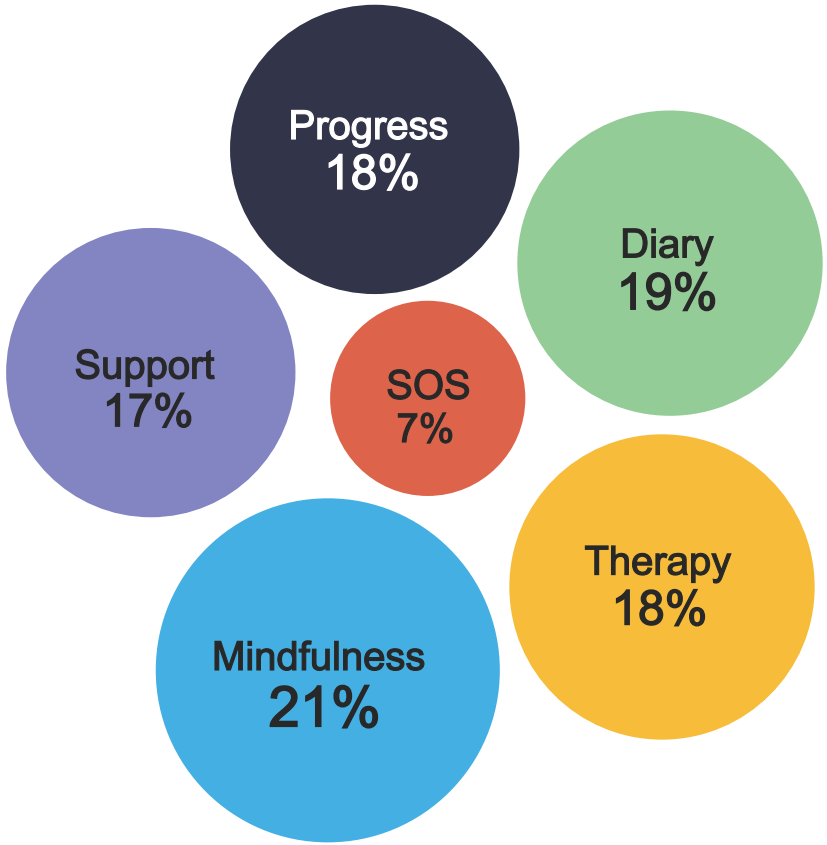
Survey Findings

Most Helpful Features



Lapse Management

Strongly agree
40.91%

Moderately agree
34.09%

Urge Management

Strongly agree
34.78%

Moderately agree
47.83%

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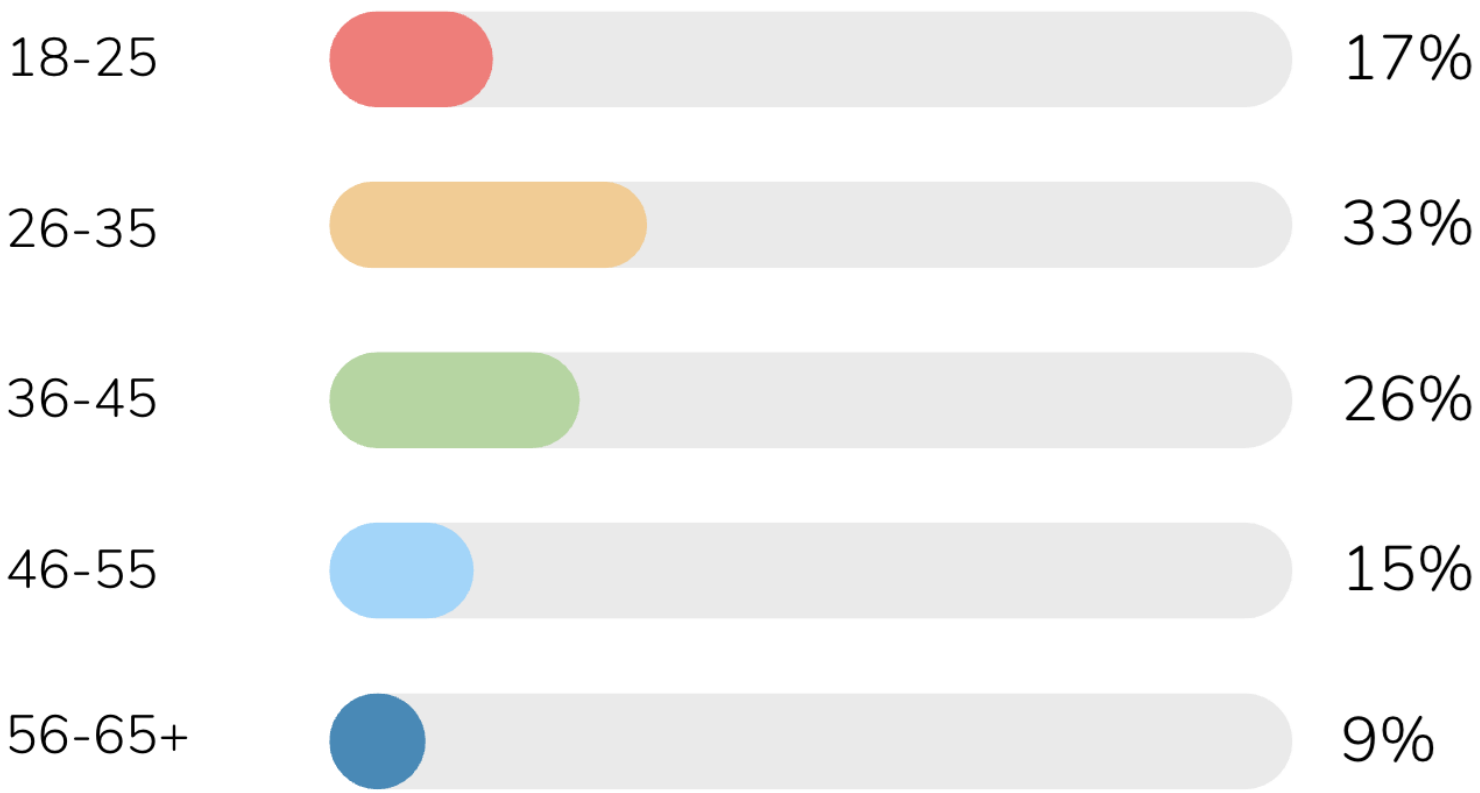
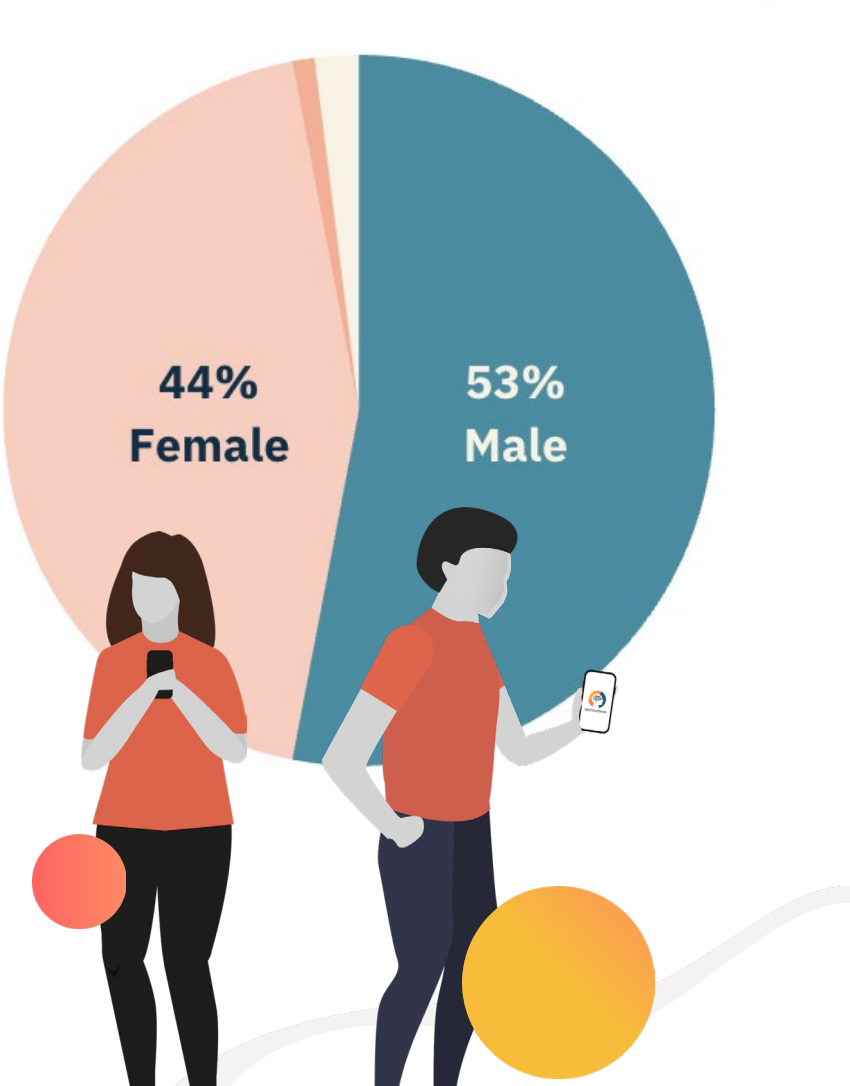
RecoverMe Ohio Cohort





Gambling Habits

Average initial **PGSI 19**

Average time spent gambling per day **4 hours**

50% gamble online,
37% land based casinos

Games:

- Casino Games **53%**
- Sports betting **21%**
- Lottery and scratch off **12%**

2 most common cognitive biases were:

- Gambling expectancies
  (*i.e winning will bring me excitement and relief I need right now*)
- Predictive control
  (i.e *Losses when gambling, are bound to be followed by a series of wins)*

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Journal Insights

58%

are gambling between midnight and 8am with

45%

between midnight and 4am

Urge to gamble score

47% lower

on days when not gambled

Most common triggers:

Dealing with Emotions

Situational and Financial reasons

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3 Key Reasons why Ohioans were seeking help

Financial Struggles

I am sick of being broke and not being able to pay bills.”

Mental Health

I am feeling very anxious.”

Impact on Relationships

Spending less time with family.”

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User Journey

Black Female, In her 50s, Based in Ohio

Downloaded on:
23rd June 2024
(on the day that she lost big)

Found the app:
Time Out Ohio

Recently logged:
382 days without gambling

Favourite features:

- Journal
- CBT
- SOS

SCREEN INFORMATION

SR. NO.	SESSION	SCREEN	SCREEN TYPE	LAST ACCESSED
4	S04	4.1.1	audio	05/07/2024 12:39 PM
5	S05	5.5.1.1	audio	03/07/2024 11:10 AM
6	S05	5.4.4.3	pieChart	03/07/2024 11:10 AM
7	S05	5.4.4.1	pieChart	03/07/2024 11:10 AM
8	S05	5.4.2.2	functionalAnalysis	03/07/2024 11:09 AM
9	S05	5.4.2.1	information	03/07/2024 11:07 AM
10	S05	5.4.1	audio	03/07/2024 11:07 AM
11	S05	5.3.2	information	03/07/2024 11:05 AM
12	S05	5.3.1	audio	03/07/2024 11:05 AM
13	S05	5.2.4	multiText	03/07/2024 11:02 AM
14	S05	5.2.3	audio	03/07/2024 11:01 AM
15	S05	5.2.2.5	informationStyled	03/07/2024 10:58 AM
16	S05	5.2.2.4	informationStyled	03/07/2024 10:58 AM
17	S05	5.2.2.3	informationStyled	03/07/2024 10:58 AM
18	S05	5.2.2.2	informationStyled	03/07/2024 10:58 AM
19	S05	5.2.2.1	informationStyled	03/07/2024 10:58 AM
20	S05	5.2.1	audio	03/07/2024 10:57 AM
21	S05	5.1.3	audio	03/07/2024 10:55 AM
22	S05	5.1.2.1	singleChoice	03/07/2024 10:52 AM
23	S05	5.1.1	audio	03/07/2024 10:52 AM
24	S05	S5_RISK_ASSESSMENT	riskAssessment	03/07/2024 10:52 AM
25	SOS	help_line	helpLine	01/07/2024 06:12 PM
26	SUPPORT	discussion_board	discussionBoard	28/06/2024 12:36 PM
27	SOS	contact_buddy	contactBuddy	28/06/2024 12:35 PM
28	SOS	urge_1	motivationalBoost	28/06/2024 12:35 PM
29	SOS	urge_2	swotTheUrgeMate	28/06/2024 12:01 PM
30	SOS	urge_3	urgeSurf	26/06/2024 11:31 AM

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NEW DIARY DETAILS

SR. NO.	DATE	URGE METER	MOOD	GAMBLED
18	16/04/2025	-	INSPIRED	No
19	12/04/2025	-	HOPEFUL	No
20	09/04/2025	-	HAPPY	No
21	05/04/2025	-	CONFUSED	No
22	02/04/2025	-	NEUTRAL	No
23	31/03/2025	-	INSPIRED	No
24	29/03/2025	-	HAPPY	No
25	24/03/2025	2	HAPPY	No
26	23/03/2025	1	HAPPY	No
27	22/03/2025	5	INSPIRED	No
28	21/03/2025	1	INSPIRED	No
29	19/03/2025	5	HAPPY	No
30	18/03/2025	-	INSPIRED	No
31	14/03/2025	-	INSPIRED	No
32	11/03/2025	5	HAPPY	No
33	12/03/2025	5	HAPPY	No
34	01/03/2025	5	HOPEFUL	No
35	24/02/2025	-	INSPIRED	No
36	19/02/2025	-	INSPIRED	No
37	16/02/2025	-	INSPIRED	No
38	15/02/2025	1	HAPPY	No
39	14/02/2025	-	INSPIRED	No
40	07/02/2025	-	HAPPY	No
41	04/02/2025	1	INSPIRED	No
42	03/02/2025	1	INSPIRED	No
43	31/01/2025	-	INSPIRED	No
44	28/01/2025	2	HOPEFUL	No
45	27/01/2025	-	CONFUSED	No
46	26/01/2025	-	INSPIRED	No
47	18/01/2025	1	ANGRY	No
48	15/01/2025	-	INSPIRED	No
49	13/01/2025	-	HOPEFUL	No
50	10/01/2025	-	INSPIRED	No
51	04/01/2025	1	HAPPY	No
52	31/12/2024	2	HOPEFUL	No

User Journey

White Male, Mid 30s, Based in Ohio

Downloaded on:
2nd January 2025

Found the app:
Via Gambling Operator

Impact:
Wanted a healthier relationship with gambling

Favourite features:
Journal - uses the app to track his urges.

Shows RecoverMe impact on sustainable habits

RECOVERME

NEW DIARY DETAILS

SR. NO.	DATE	URGE METER	MOOD	GAMBLED
1	20/03/2025	2	HAPPY	No
2	19/03/2025	2	HAPPY	No
3	18/03/2025	3	EXCITED	No
4	17/03/2025	3	HAPPY	No
5	16/03/2025	2	UPSET	No
6	14/03/2025	3	HAPPY	No
7	13/03/2025	1	HAPPY	No
8	12/03/2025	3	HOPEFUL	No
9	11/03/2025	2	HAPPY	No
10	10/03/2025	1	HOPEFUL	No
11	09/03/2025	3	NEUTRAL	No
12	08/03/2025	5	ALONE	No
13	07/03/2025	3	HOPEFUL	No
14	06/03/2025	3	NEUTRAL	No
15	05/03/2025	3	HOPEFUL	No
16	04/03/2025	3	HAPPY	No
17	03/03/2025	3	NEUTRAL	No
18	02/03/2025	3	NOT TALKATIVE	No
19	01/03/2025	2	NEUTRAL	No
20	27/02/2025	3	HOPEFUL	No
21	26/02/2025	7	EXCITED	No
22	25/02/2025	4	HAPPY	No
23	24/02/2025	3	HAPPY	No
24	23/02/2025	3	EXCITED	No
25	22/02/2025	2	HAPPY	No
26	21/02/2025	4	HAPPY	No
27	20/02/2025	2	HAPPY	No
28	19/02/2025	3	EXCITED	No
29	17/02/2025	2	HAPPY	No
30	16/02/2025	3	HAPPY	No
31	15/02/2025	5	INSPIRED	No
32	14/02/2025	3	HOPEFUL	No
33	13/02/2025	2	HAPPY	No
34	12/02/2025	8	INSPIRED	No

Blueprint for Stakeholders on *How to Go Digital*

1. Build out a digital suite of tools

2. Use data to drive outcomes

3. Work with industry and run awareness and support campaigns

4. Deliver personalised, always on - support

5. Evaluation and improve

RECOVERME

Benefits for Treatment Providers

Clearer **Insight** Into Client Behaviour

Exportable Reports

Tracks **Progress** Between Sessions

Offers **Post-Treatment** Continuity

Supports Client **Independence**

New Features

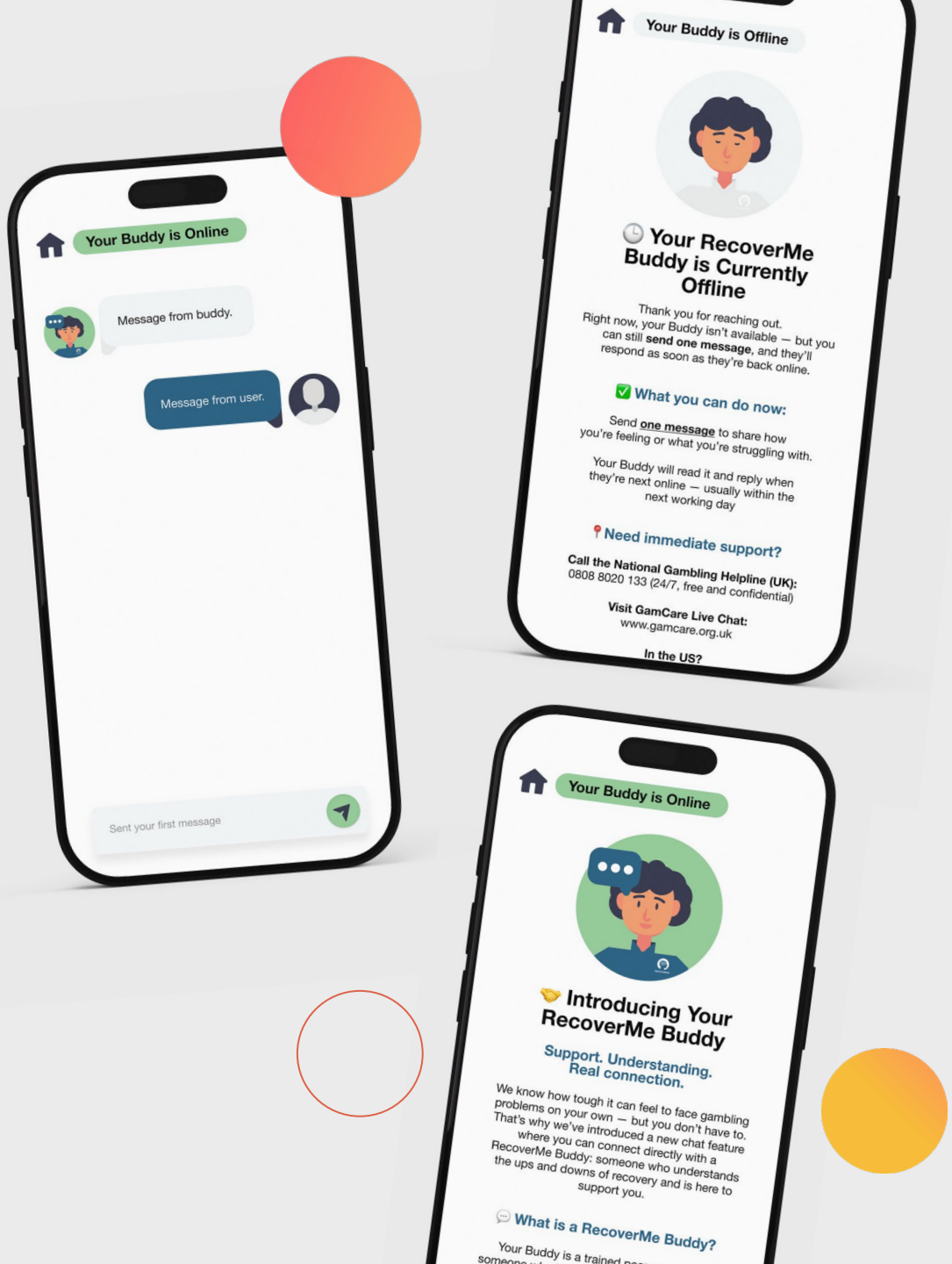
Introducing and Evaluating the Effectiveness of Online Cognitive Behavior Therapy for Gambling Disorder in Routine Addiction Care: Comparative Cohort Study

Olof Molander [1], Anne H Berman [2], Miriam Jakobson [3], Mikael Gajecki [3], Hanna Hällström [3], Jonas Ramnerö [1], Johan Bjureberg [1], Per Carlbring [4], Philip Lindner [1 3]

User Feedback：

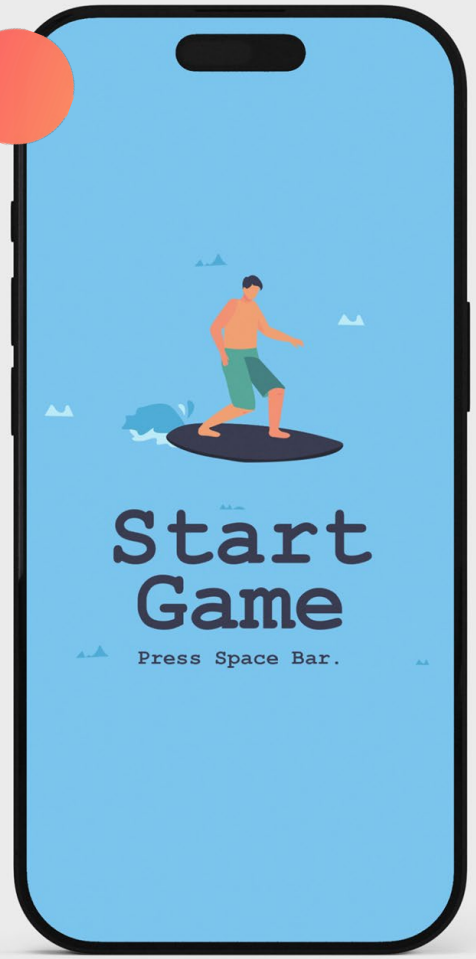
> *It would be great to chat to a therapist within the app”*

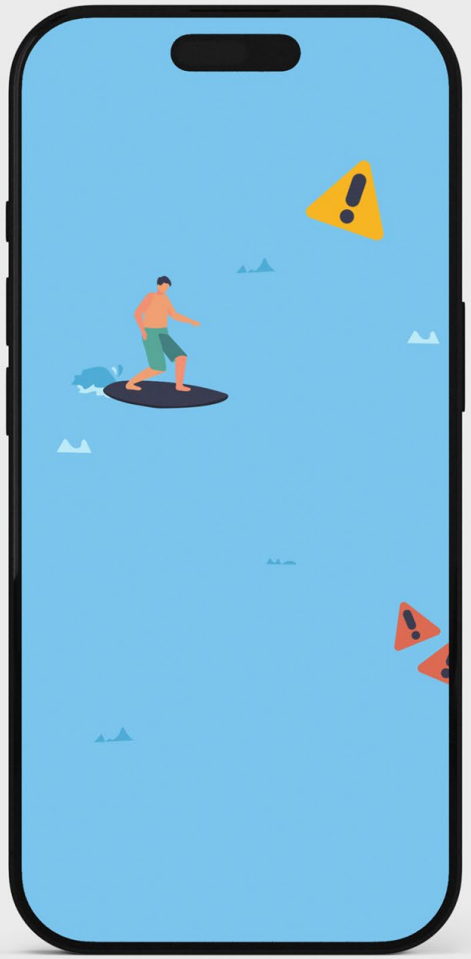
> *Offer follow up with a therapist”*

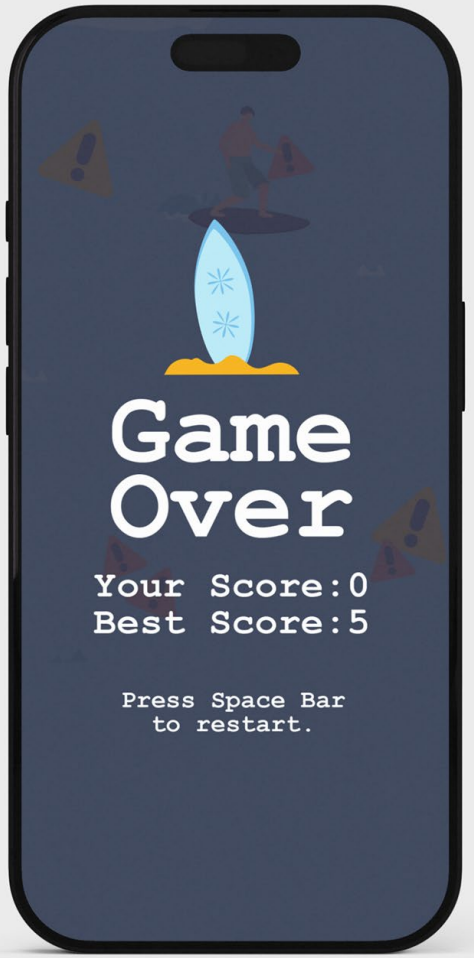


RECOVERME

Game







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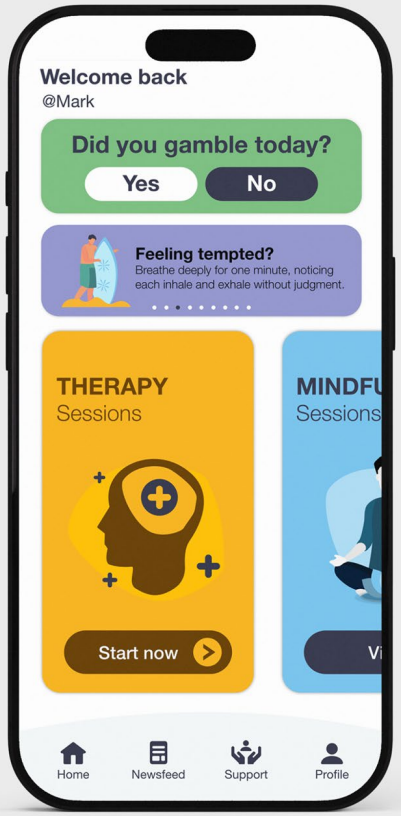
Dynamic Island

Users are now able to be shown top tips, motivational messages, signposting and engaging exercises to help them in their journey



RECOVERME

At RecoverMe, we're building a digital -first future that empowers individuals, supports clinicians, and drives public health outcomes.

Scan to find out more

> *The app has given me a **silent support partner** who asks what my gambling urges and feeling were each day without judgement. **The small lift you get from 'well done' each day from the app when you record that you haven't gambled is create and helps to hold yourself account.** The mindfulness and therapy content is good and is easy to understand for the user. The app along with attending GA, using GAMSTOP and telephone therapy **has helped me stop gambling for over 5 weeks for the first time in life in 17 years.***

Free in:
Ohio, Nevada, North Carolina, Virginia, Pennsylvania

I was neck deep in gambling. My whole life was covered with lies, money problems and mental health issues.

I tried everything and nothing worked I combined SBT therapy with this app and have been gamble free for over 200 days now. My credit score was 45/999 now it's 999/999.

I have complete turned my life around."

Scan to find out more

Next Steps for OCCC

Promote tools
to different populations

- Affected others
- College students

Promotion of different user journeys and reaching them with the right tools at the right time

Focus on productivity and not only money spent

RECOVERME

RECOVERME

Built by clinicians I Guided by data I Grounded in lived experience

Scan to
find out more