



A Better Way to a Better Life

Sovereign Health's Success: CEO Tonmoy Sharma Explains His Vision for Behavioral Health Treatment

For years there's been a glass menagerie encasing the clinical treatment industry. As providers limit themselves to mainstream research, make do with episodic care, and grapple with social stigma, the standard of care can never rise above an artificial glass ceiling.

Dr. Tonmoy Sharma is the kind of clinical researcher, business executive and pioneer who will measure that barrier, analyze its boundaries and break through it.

Some say a company mirrors its CEO's persona. If this is true, then Dr. Sharma's 30-year career as a mental health researcher and academic author, his hands-on pharmacology and cognitive impairment treatment knowledgebase, and his palpable zeal for lasting behavioral health recovery are all reflected in Sovereign Health's innovations.

Multifaceted and Simultaneous Growth

Dr. Sharma launched Sovereign Health in 2009 with one patient, four staff and six beds. Today the company is in five states, with nine facilities and nearly 800 beds for residential treatment. With the company's rapid expansion, those numbers are expected to soon double.

For the third year in a row Sovereign Health has topped business ranking lists. In 2016, Sovereign Health reached:

- ▶ No. 3 on the Orange County Business Journal's list of Fastest-Growing Private Companies
- ▶ The elite 11 percent of Inc. 5000's list of America's 5,000 Fastest-Growing Private Companies, with a 3-year sales growth rate of 721 percent

"Our growth is a byproduct of what we do and who we serve. When we began, the entire industry had a one-size-fits-all modality. People were not even defining problems. To me, it was a simple decision to do comprehensive assessments. It was something that needed to be done."

Comprehensive measurement and care came organically with what Sovereign offers. Dr. Sharma says people respond in droves to care that is customized.

Building Sovereign's Clinical Excellence

Dr. Sharma affirms the goal has always been to fill a need, to be a gold standard of care. Whereas some treatment providers are aggregators, marketed toward the dollar above all else, he emphasizes, "I've decided we stand for quality. I listen and respond to clinical needs."

Even when the company had only a few beds with just one patient, he sought out Joint Commission accreditation, a premier seal and standard of high performance, quality and safety.

Today, Sovereign Health's accredited facilities offer tracks of recovery for:

- ▶ Mental disorders
- ▶ Substance use disorders
- ▶ Eating disorders
- ▶ Chronic pain management
- ▶ Dual diagnosis of two or more of the above conditions

Dr. Sharma recalls that his trailblazing work of adding neuroscience into the business application of private health care was initially met with skepticism, but the timeless tactics of persevering with a strong moral compass, knowing his self-worth and being adaptable to best practices have kept Sovereign successful. "We don't just wade along. Our output stirs the waters and makes waves in the industry. We are game changers. We shake things up. We challenge the status quo



by simply thinking differently."

Activating the Narrative

When it comes to social reform, many people speak of "changing the narrative." Sovereign Health takes it a step further, "activating the narrative" by progressively translating scientific research into applicable clinical treatment modalities.

Dr. Sharma affirms nothing can replace personal touch.

"In addition to our therapists, we have clinical concierges and patient advocates to do pre-admit assessment and recovery management. Only people can connect with people. We use technology for efficiencies, not in place of connection with people."

Dr. Sharma's threads of experience in psychiatry, pharmaceuticals and software development have interwoven over the years to comprise the fabric of his role as a transformational CEO and interactive entrepreneurial founder. His background helps to ask the right questions and leverage technology for health – translating sci-tech advances into clinical care.



Dr. Tonmoy Sharma

A Fluid Model Espousing Tech Innovation

Dr. Sharma believes that pursuing "the why" is what naturally drives success.

In 2008, many cognitive tests were still using paper and pencil, which increases the risk of inaccuracy. Why? Dr. Sharma worked with a team of programmers and technicians to develop Cogtest, a computerized cognitive assessment tool for research surveys.

Dr. Sharma is seen as a "disruptor" in the treatment industry because he doesn't subscribe to conveyor-belt treatment. "I want to focus on measurement-based care. What you don't measure, you cannot change. We want efficiency with constant evolution."

To do this, he's spearheaded a computer-based central repository that allows for facilitated, management-based care from intake to post-rehabilitation. The Patient Information Management System, PIMS, launched late summer 2016 at all Sovereign Health facilities.

Sovereign Institute

Although he doesn't practice medically at Sovereign, Dr. Sharma has been trained as a psychiatrist and has a heart for practical education. The result of this passion is Sovereign Institute.

Sovereign Health has recently forged partnerships with USC, Argosy University, and the Association of Psychology Postdoctoral and Internship Centers to provide real clinical experience for students and doctoral fellows under the supervision of trained psychologists.

To that end, Dr. Sharma and his team have opened the doors of Sovereign up to the California Consortium of Addiction Programs and Professionals to provide levels of Certified Alcohol Drug Counselor (CADC) certification.

The Next Step in Behavioral Health

Dr. Sharma dreams of a behavioral health industry free of social stigma and patient financing hurdles, where collaboration instead of competition is practiced between providers. He envisions neuroscience innovation folding into treatment, with alternative therapies and dual diagnosis becoming a standard, not a specialty.

Sovereign Health has already started down the path to this bright future. With individualized treatment and innovative clinical training, Dr. Sharma is enthusiastic that Sovereign Health will pave the way for behavioral health to reach an equal stature with OBGYN and other specialist health services. Let's hope the industry can follow his lead.

For more information on what Sovereign Health offers, call 866.348.7680, visit SovHealth.com or email info@sovhealth.com.