



FOR IMMEDIATE RELEASE

Regroup Recovery Launches FOCUS™ — the First Recovery Goal Framework Built for the Smartphone Era

New secular, measurable goal-execution system and the REBOOT 90-day course series arrive as federal data shows 48.4 million Americans with a substance use disorder — and four in five going untreated

San Francisco, CA — August 9th, 2026 — Regroup Recovery, a recovery-innovation company founded by Skip Vanderburg, today announced the launch of the **FOCUS™ Recovery Framework** and the complete **REBOOT recovery ecosystem** — a book and 17-chapter study-guide library, a three-course 90-day program series, and a suite of clinical and partner briefings. Together they supply what Regroup calls the execution layer the recovery community has never had: a secular, measurable, clinically integrated system for setting and achieving recovery goals, built for individuals, families, treatment centers, and clinicians.

The launch lands in a precisely measured gap — and the numbers say engagement works:

THE NEED, IN NUMBERS

48.4 million Americans aged 12 and older — one in six — live with a substance use disorder, and four out of five who needed treatment did not receive it; only 19.3 percent got care. 69,973 lives were lost to overdose in 2025 — roughly 190 Americans every day.

Yet deaths fell 14 percent — the third straight year of decline as more people engage real support.

Sources: SAMHSA 2024 NSDUH · CDC/NCHS provisional data, May 2026

“The decline in overdose deaths is the strongest argument for scale: when people engage structured recovery, outcomes improve,” said **Skip Vanderburg, founder of Regroup Recovery and creator of FOCUS**. “The bottleneck was never willingness — it’s execution. Wanting to change was never the problem; having a way to do it, week by real week, was. So we built one.”

A WORLD THE LEGACY FRAMEWORKS WEREN'T BUILT FOR

Every dominant recovery framework predates the smartphone: the 12 Steps were written in 1935, SMART in 1981, and Celebrate Recovery in 1991 — and none has structurally changed since. Meanwhile, the world around them transformed. Temptation now lives in a device checked hundreds of times a day, with 46 percent of U.S. teens online “almost constantly” (Pew, 2024). Roughly 29 percent of U.S. adults are now religiously unaffiliated (Pew Research), leaving faith-based frameworks unable to reach a growing share of those who need help. Clinical care has gone data-driven — telehealth,

medication-assisted treatment, and measurement-based care are standard — and a new class of behavioral compulsions, from social media and gaming to pornography, is surging with no framework built for it at all.

FIVE TESTS, FOUR EXECUTION MODELS

FOCUS is a goal-setting and execution framework built specifically for addiction recovery. Every recovery goal must pass five tests:

F	FOCUSED One clearly defined change at a time — not five at once.
O	OBSERVABLE Progress you can see, count, and record, every day.
C	CALIBRATED Sized to your real week — where you are today.
U	UNIFIED Aligned with your recovery, your values, and your why.
S	SCHEDULED A timeline plus a standing review date, so it never drifts.

Around every goal runs the execution machinery no other framework has:

- **The Cycle** — one weekly loop: draft, test, commit, track, review, recalibrate.
- **The 90-Day Arc** — Stabilize, Build, Expand — never more than five active goals.
- **The FOCUS Check** — a simple 0–10 score: commit at 8+, rewrite at 5–7, rethink below.
- **The Support Cadence** — daily self-review, weekly partner check-in, monthly clinician review, so recovery data slots directly into therapy, MAT, and case plans.

A COMPLETE ECOSYSTEM, READY ON DAY ONE

FOCUS ships inside a complete, matched library: the **REBOOT** book and its 17-chapter graphical, worksheet-driven study guides; the **REBOOT Course Series** — offered instructor-led in weekly groups or self-led at home with an accountability partner; the Goal Builder, FOCUS Check scorecards, trigger maps, craving cards, journals, and habit trackers; online self-scoring assessments including the Regroup Recovery Check-In; and a briefing suite comparing FOCUS with the 12 Steps, SMART, and Celebrate Recovery. Setbacks are treated as information throughout — in the program's language, “relapse is data, not a reset to zero.”

DAYS 1–30 STABILIZE Face it honestly · build your plan · set your first goals · start the daily journal habit.	DAYS 31–60 BUILD Map your people · know your triggers · practice the craving toolkit · grow healthy habits.	DAYS 61–90 EXPAND Build the new life · rehearse the storm plan · make review a rhythm · graduate to your next arc.
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“ Commitment, not conversion — no one should be screened out of recovery at the threshold of belief. Believer or skeptic, first attempt or fifth, everyone gets the same clear path and the same respect. Recovery is a project, not a confession. It runs on goals you can see, support you can name, and progress you can count — and anyone can start today. ”

— Skip Vanderburg, Founder

BUILT FOR EVERYONE AT THE TABLE

For **individuals**, FOCUS offers visible progress and goals that fit a real week. **Recovery centers** get turnkey dual-mode programming, structured outcome data, and a modern, differentiated framework for clients and referrers. **Clinicians** get a framework with the monthly review built in, producing scores and logs their sessions can build on. **Families and accountability partners** get a defined role in the support cadence, shared worksheets, and a common language for the hardest conversations.

Alongside the launch, the Regroup Foundation is standing up the **Regroup Awareness Program** — a year-round, locally executed effort to change how America talks about recovery, spanning first-person storytelling, a National Recovery Month anchor campaign each September, community and faith partnerships, school and campus digital-wellness programs, employer education, a speaker bureau, and free family education nights. Every Regroup touchpoint ends at a door: a conversation, a tutorial, a partner center, or the 988 and SAMHSA helplines.

THE ROAD AHEAD

Phase 1 deploys FOCUS substance-centric across Regroup programs and pilot treatment-center partnerships in 2026 while building an outcome evidence base from FOCUS Check scores and 90-day arc completions. Phase 2 extends the same five tests to behavioral and digital compulsions — social media, gaming, and compulsive sexual behaviors including pornography — the populations no legacy framework serves. The architecture was behavior-agnostic from day one: a screen-time goal is as observable and calibrated as a sobriety goal.

Recovery centers can pilot the 30-60-90 course series this year; clinicians can review the framework and its monthly-review cadence; individuals and families can begin with the REBOOT study guides and the FOCUS Goal Builder at www.regrouprecovery.org.

ABOUT REGROUP RECOVERY

Regroup Recovery is a recovery-innovation company founded by Skip Vanderburg, creator of the FOCUS™ Recovery Framework. Its mission is to modernize the recovery community — so that every person, believer or skeptic, substance or screen, can run recovery goals that are focused, observable, calibrated, unified, and scheduled. Regroup's materials are educational and complement — never replace — professional care. FOCUS™ and REBOOT are proprietary works, © 2026 Regroup Recovery. All rights reserved.

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Need help right now? SAMHSA National Helpline 1-800-662-HELP (4357), free & confidential, 24/7 · Call or text 988 · Emergencies: 911

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