

RehabPath connecting people with addiction resources

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A startup called RehabPath aims to help more people escape the cycle of addiction.

The Substance Abuse and Mental Health Services Administration estimates about 20 million Americans have an addiction to illicit drugs, alcohol or both. Out of that group, only about 10 percent will seek help with addiction rehab.

Madison-based RehabPath was founded in 2017 by Ben Camp and Jeremiah Calvino with the goal to make the journey to treatment much easier. Its various websites compile resources that individuals can use to seek addiction help.

“People start on the internet when they are on that journey, but the types of results people get are confusing and sometimes misleading,” Camp said. “We present really high-quality options and highlight the treatment capabilities of each (treatment) center.”

Although RehabPath wasn't officially founded until 2017, Camp and Calvino had been actively working in the rehab scene for years. The two met at Maranatha Baptist University in Jefferson County, where Camp was enrolled in a marketing course Calvino was teaching.

When the class ended, Calvino asked Camp to join his new marketing agency, where they provided marketing services for treatment centers. In 2010, they began working on what was initially meant to be a side project — Rehabs.in — which helps

people in India find addiction treatment.

Today, Rehabs.in compiles and organizes information on resources from over 1,200 treatment centers in India, according to the RehabPath website. On top of providing a list of treatment centers around the country, it also hosts webinars and shares information to educate on addiction.

After seeing the positive difference they made in India, Camp and Calvino wanted to expand into new markets to help more people. They subsequently established RehabPath, with Camp as the company's CEO. From there, they began to grow their team and established offices in Madison and India.

"What we are trying to tackle is a global problem," Camp said. "There is a lot of opportunity for growth and to provide a real value to millions of people around the world."

RehabPath now has a handful of websites for other areas of the world, including Africa, the Philippines and the United Kingdom, plus a few for markets in the United States such as the San Francisco Bay area. Its current goal is to expand to cover all treatment centers in the United States.

The founders are currently in the process of securing more funding in its Series A round to build a comprehensive U.S. website, Camp said. At this point, the company has raised about \$380,000 from several angel investors. For revenue, the company allows treatment centers to advertise on the websites, and it offers marketing consulting and training as well as video marketing options to treatment centers.

"It's been a really fun journey," Camp said. "It's pretty wild because you have that vision of it working, and you just blindly continue to hope that it will work. The fact

that it has been working sometimes feels like a miracle, but it's really cool.”

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