



The State of Arizona is advancing access to treatment for Opioid Use Disorder with Google AI

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GOOGLE CLOUD RESULTS

- ✓ 100,000+ page views on the Opioid Service Provider Locator since launch, indicating strong demand
- ✓ 55%+ engaged session rate, proving users find the platform valuable and actively use it
- ✓ 20,000+ unique individuals reached, expanding access to vital treatment information
- ✓ Over one-third of visits are initiated by mobile, ensuring accessibility from anywhere, anytime

- ✓ Used in over 120 cities across the state of Arizona

Arizona is using a Google AI virtual assistant to help residents with Opioid Use Disorder find local treatment, overcoming barriers like language and insurance.



Navigating a complex landscape of care

Millions of Americans suffer from Opioid Use Disorder (OUD), with opioid overdose being designated as a public health emergency since 2017. The opioid crisis calls for innovative solutions that connect individuals and families with effective, local treatment options tailored to their unique needs. Arizona is leading the way in leveraging AI technology to combat the opioid epidemic, connecting tens of thousands of people to support across 120 cities in the state.

Traditionally, Arizonans seeking treatment for OUD encountered a complex and often overwhelming system; relying on word-of-mouth referrals, outdated community resource guides, or the challenging task of navigating complex health plan websites. Within the healthcare system, providers often struggled to present patients with appropriate resources, lacking a single-source guide to available options.

Kate Dobler, State Opioid Treatment Authority (SOTA) at Arizona Health Care Cost Containment System (AHCCCS), recognized the urgent need for change. AHCCCS staff struggled with a lack of centralized, user-friendly information, which hindered efforts to effectively connect people to care. Data analysis was limited, making it difficult to identify treatment gaps and plan strategically. As the agency's "point person" dedicated to promoting access to health resources and removing barriers to care, Dobler championed a vision: to create a comprehensive, user-friendly, and easily accessible tool that could seamlessly connect individuals with the right resources at the right time—often within the critical window when they were most open to seeking help.

“We had to create a system that was not only easy to use, but truly engaging... It was crucial to make it visually inviting and intuitive, ensuring people would feel comfortable using it instead of being confused. We’re beyond grateful for the technical insights Google Cloud and Syntasa have contributed to this project.”

Kate Dobler

State Opioid Treatment Authority (SOTA), AHCCCS



A gen AI powered gateway to treatment

AHCCCS worked with Google Cloud and Syntasa to bring Dobler’s vision to life, creating an innovative solution: the Gen AI-powered [Opioid Use Disorder Service Provider Locator](#). This smartphone/SMS-optimized platform connects urban and rural users alike with information about local care providers and other treatment options in real-time, 24/7, wherever they are, and whenever they choose to seek care.

At the heart of the solution is a user-friendly Gen AI-powered chatbot designed to be a welcoming "front door" for anyone seeking help. Powered by Google's [Vertex AI](#) and [Gemini](#) and seamlessly integrated with Google Translate, the chatbot understands natural language queries in multiple languages. Users can simply ask, "I need help with opioid addiction," or "Where can I find methadone treatment?" without needing to use complex medical terminology.

The chatbot instantly provides personalized information, drawing from a comprehensive, AHCCCS-vetted database of over 100 specialized treatment locations throughout Arizona. Leveraging [Google Maps API](#), it pinpoints nearby treatment options, including office-based opioid treatment (OBOT), opioid treatment programs (OTPs), and residential treatment facilities.

The locator also goes beyond location, providing crucial details on payment options, covering various publicly funded programs and private health plans.

“Gen AI at the front door allows us to respond to the person looking for treatment resources in ways that meet them where they are, with what they know, in words they use, in ways that sound like and feel like help—and get accurate information to them in that moment of time when they are looking.”

Kate Dobler

State Opioid Treatment Authority (SOTA), AHCCCS

It also ensures provider legitimacy by only listing programs in good standing with AHCCCS, eliminating concerns about fraudulent or ineffective services. Users can further refine search results based on specific needs, such as pregnancy, single parents with young children, or even residential treatment facilities that accommodate pets – a critical, often-overlooked factor for individuals experiencing homelessness.

The platform's purpose is to present available options, not to endorse any particular provider or course of treatment. Most importantly, the chatbot and platform provide information about potential treatment options, not medical advice or specific treatment recommendations.

Since its late 2021 launch, the locator has demonstrated significant reach and engagement. Over 100,000 unique page views have been recorded, with more than 20,000 users from 120 Arizona communities accessing the platform. Crucially, over 55% of sessions are classified as "engaged," signifying that users are actively interacting with the platform and finding valuable information. This engagement is further supported by referrals from over 37 healthcare agencies and 80+ websites.

On the platform's technical backend, Google Cloud's [Firebase](#) and [Firestore](#) provide a dynamic, scalable infrastructure, ensuring information is current. Google [BigQuery](#) stores a vast database of treatment providers and resources, enabling [Vertex AI](#) and [Gemini](#) to deliver accurate, actionable results with analytics using [Looker Studio](#) dashboards,

identifying usage trends and potential gaps in service, as well as guiding strategic planning and justifying continued public funding.

The opioid crisis calls for innovative solutions that connect individuals and families with effective, local treatment options tailored to their unique needs. This groundbreaking collaboration between AHCCCS, Google Cloud, and Syntasa has created a powerful tool that can serve as a model for other states and communities nationwide. By prioritizing accessibility, accuracy, and user experience, Arizona is leading the way in leveraging technology to combat the opioid epidemic. This platform acts as an informational resource, empowering users to make informed decisions about their care in consultation with their healthcare professionals.

ARIZONA
HEALTH CARE COST
CONTAINMENT SYSTEM

SIGN IN REGISTER

Are you looking for behavioral health resources in your area?

Enter a short description for what are you looking for so that we can find a program that is right for you

I'm looking for help for my pregnant daughter. can you help me find treatment or something?

Okay, I understand you're looking for treatment options for your pregnant daughter. To help me narrow down the search, are you looking for a specific type of treatment, like outpatient services or a residential program?

Insert text here...

MAP

2 Show Filters

SORT BY ↑ Distance ▼

8 Providers Available

● Accepting Clients

OBOT - 175 / 200 Available

OTP - 200 / 400 Available

Center for Behavioral Health Phoenix, Inc
1501 E. Washington Street, Phoenix, AZ 85034

Health Plans - Accepting 8 Plans
Counties Served - Serving 15 Counties
Medication-Assisted Treatment (MAT) - Buprenorphine, Methadone, Naltrexone
OUD Services Provided - Additional, Pregnant Women, Psychosocial

(602) 253-6553 www.centerforbehavioralhealth.com

1.4 miles

● Accepting Clients

Residential - 4 / 62 Available

Arizona Health Care Cost Containment System (AHCCCS) is Arizona's Medicaid agency, delivering essential public physical and behavioral health care services to more than 2 million Arizonans.

Industry: Government

Location: United States

Products: [Vertex AI](#), [Gemini](#), [Firebase](#), [Firestore](#), [Cloud Run](#), [Google Maps](#), [Google Analytics](#), [Looker Studio](#)

About Google Cloud partner — [Syntasa](#)

[Syntasa](#) delivers solutions for the public sector and other clients, analyzing digital behavior and conversation to gain actionable user insights, as well as improve the experience of digital services.

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English

