Grief support that understands recovery.

Westercove™ Sponsored Access lets treatment centers and recovery organizations give adult clients, and their family and friends, a private grief tool.

> Westercove™ is an interactive digital grief wellness tool combining grief education, guided journaling, and personalized support to help adults understand what they are experiencing and to put language around that which they may not yet know how to explain.



For the hard days, and the long road after.

01 — THE NEED

Grief and recovery often arrive together.

Loss can arrive in the middle of recovery, including the relationships and opportunities the disorder itself cost. Family and friends grieving a death due to a substance use disorder often carry stigma and shame. Both deserve support that understands the whole story.

35 people grieving a drug related death described stigma around treatment.
Stout & Fleury-Steiner, 2025

32% of US adults have lost someone they knew to an overdose.
JAMA Health Forum, 2024

59.1% of those grieving an overdose death in one study met prolonged grief criteria.
Thieleman, 2023

02 — THE OFFER

What your clients and their families receive.

1 Support for four types of grief

Westercove™ supports four types of grief: death of someone you love, caring for someone slipping away, the death of a beloved animal, or losing part of your own life through health, marriage, career, identity, or role.

2 Interactive guided journaling, answered

People can speak or write and receive a personalized response.

3 The Grief Library

A grief library of published research and resources that inform Westercove's practices, guidance, and interactions.

4 Hard dates, prepared for

Anniversaries and holidays are anticipated before they arrive.

5 Language with dignity

Substance use disorder is named plainly and without blame.

Sources: Stout & Fleury-Steiner (2025), Death Studies (35 interviews). Kennedy-Hendricks et al. (2024), JAMA Health Forum, 5(5), e241262. Thieleman et al. (2023), J. Affective Disorders, 339, 832 to 837.

© Westercove™, All Rights Reserved. © 2026 Carter Leadership Solutions, LLC. Westercove™ is a trademark of Carter Leadership Solutions, LLC.

03 — HOW IT WORKS

A conversation

About your clients, their families, and where grief shows up.

Licensing, technology setup, and training

A twelve month license, budgeted or grant funded. IT support and training included.

Launch

We write the announcements and monthly emails for you.

Implementation and support

One point of contact and usage counts all year.

Available now on the **App Store**, on **Google Play**, and **online**. Download on the App Store · GET IT ON Google Play · Open Online

04 — WHY CHOOSE WESTERCOVE™

Grief support, built for what continues.

Bereavement is the set of tasks a death creates, and it ends. Grief is the response to loss, and it keeps no timetable. Westercove™ is built for the grief.

It speaks without stigma.

A sister writes about her brother, who died due to a substance use disorder. The response uses his name, with dignity.

It supports your clients.

A client in recovery loses a parent and needs grief support at two in the morning.

It is private by design.

You receive counts: codes issued, redeemed, and remaining. Names and entries stay with each person.

05 — EVIDENCE AND CREDIBILITY

18 Guiding principles

Beliefs about grief, each paired with peer reviewed research.

13 Evaluation domains

A rubric Dr. Carter co-authored for evaluating digital grief apps.

07 Grief does not require permission.

11 A hard date met in advance lands differently.

15 Grief support keeps office hours, grief does not.

16 Trust in privacy supports honest expression.



"Grief support has business hours. Grief does not."

Dr. Wesley Carter, Founder & CEO

Request a conversation

drwesley@westercove.com
(704) 453-9520
www.westercove.com

Scan to visit westercove.com

Westercove™ does not replace therapy or medical care. It fills the hours around them. A wellness and educational tool for adults 18 and older, alongside treatment and recovery support. The 988 Suicide and Crisis Lifeline appears on every screen.

© Westercove™, All Rights Reserved. © 2026 Carter Leadership Solutions, LLC. Westercove™ is a trademark of Carter Leadership Solutions, LLC.