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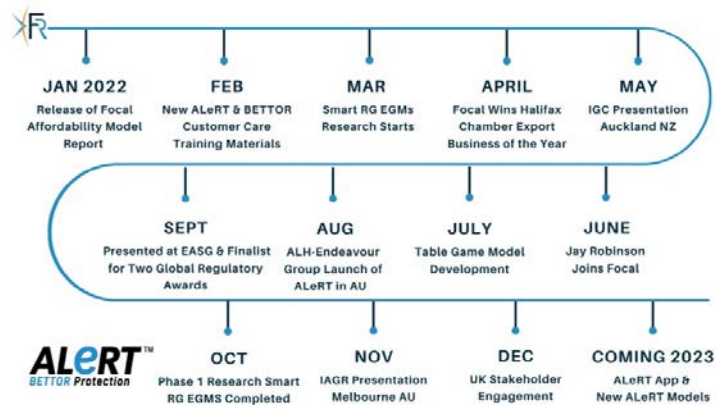
Welcome to the December 2022 edition of the Focal Points ALeRT™ newsletter.

Read on the see new developments, research, and other key updates.

2022 Highlights

ALeRT Now in Over 400+ Locations

This year Tony, Tracy and Focal's newest member Jay Robinson, went down under, across the Atlantic Ocean and around the globe virtually to share Focal's new in-session and affordability research, helping operators reach the right people at the right time with the right message using the ALeRT BETTOR Protection System.



IAGR Presentation – Detecting Risky Play in Real Time

Tony and Tracy were excited to present Focal’s in-session research for the first time in Melbourne this past November.



The algorithms coming out of the collaborative research with three operations will help move operators into an active prevention role, allowing them to pinpoint risky gambling practices in real time and design targeted, safer gambling strategies to assist at-risk customers.

[Learn More](#)

Jay’s Keynote Address at NAGS & the AGLC

This fall, Jay presented at the National Association for Gambling Studies and the Alberta Gaming and Liquor Control Commission.

In the addresses, Jay looked at some strategies for the future, encouraging all who work in the field of reducing gambling harms to build on what works for players and communities while also thinking creatively and collaboratively about ways we can increase our impact in these uncertain times.



Jay also had the opportunity to present at the ClubsACT Harm Minimization Conference in Australia and engage in important dialogue around using Focal's data analytics, powerfully combined with timely human interactions with customers, for optimal prevention.



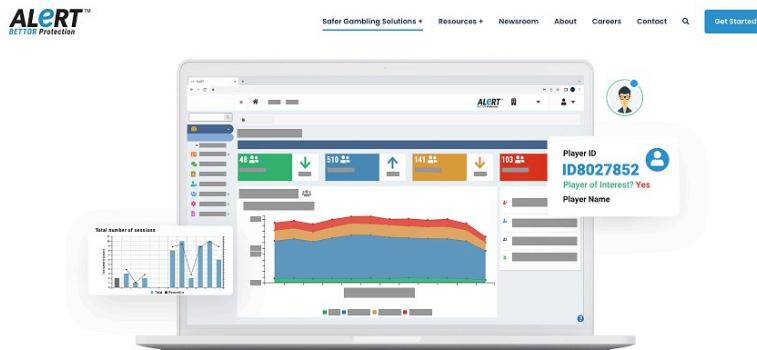
In Other News...

Focal was excited to win the Halifax Chamber Export Business of the Year award. We were also finalists in two Vixio Global Regulatory Awards categories, RegTech Provider of the Year and Responsible Gambling Service or Solution Provider of the Year. We were honoured to be amongst such wonderful companies working to make gambling safer.



Coming in 2023

Our research continues with the National Research Council of Canada into the development of the in-session algorithms, we will be sharing new features for clients in ALeRT, and we will also be unveiling a new ALeRT app and website as well as more training options for operators. Stay tuned!



Our Thanks and Appreciation

A big thank you to the VRGF, VGCCC, and PGF, as well as the organizers of the IGC, EASG, AGLC, and IAGR, for allowing us the opportunity to share our research this year.

In addition, thank you to all the wonderful people that met with us remotely and in person in Australia, New Zealand, Europe, and Great Britain.



All the best to you in 2023.

Sincerely,
The Focal Team

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