

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the frame, creating a modern, layered effect. The central area is white, providing a clean space for the text.

Defying Gravity

Changing the conversation and landscape with
prescription opioids

What is Utah Like?



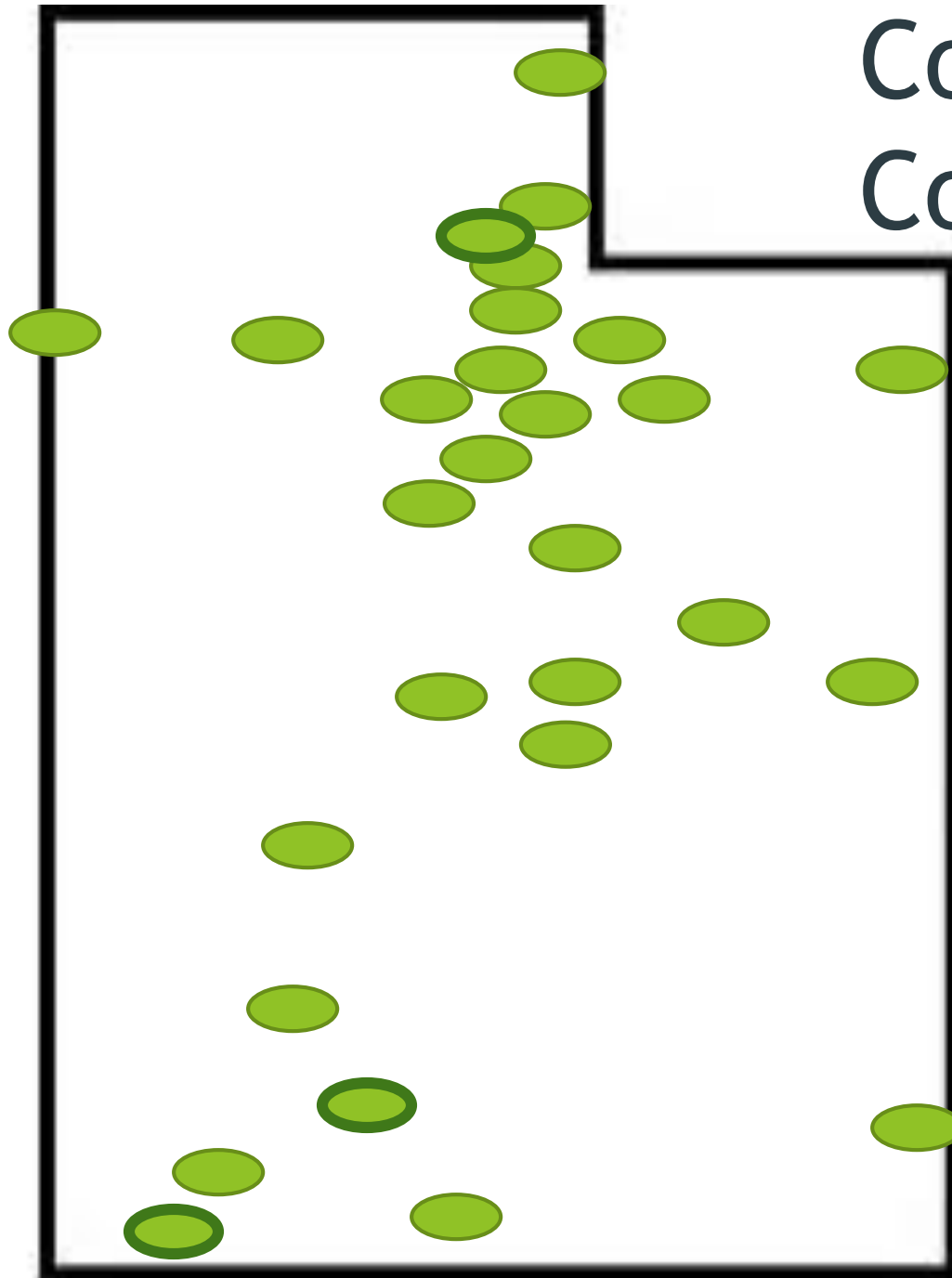
Counties and LSAA



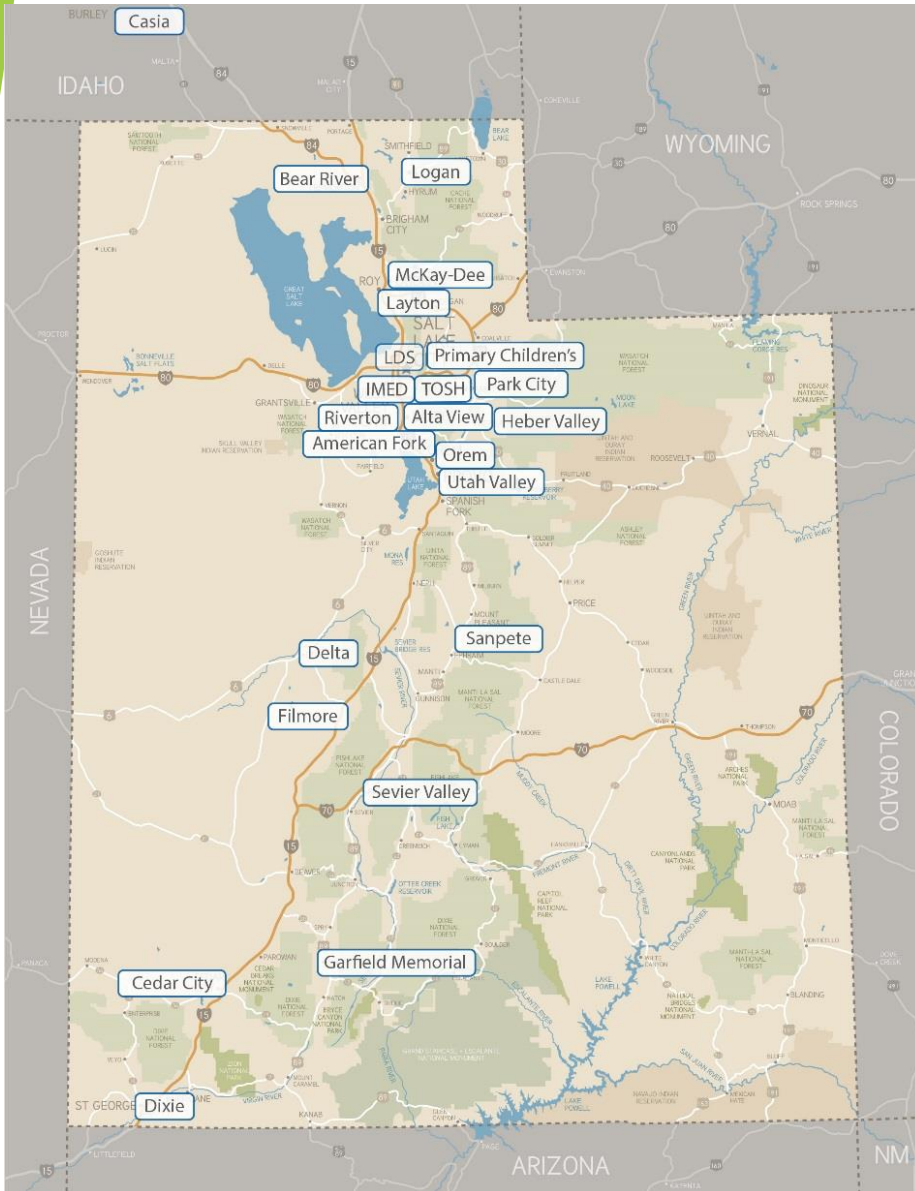
Community Coalitions

Working to

- Reduce risk factors
- Enhance protective



 Drug Free Community Grantee



About Intermountain Healthcare

- Not-for-profit healthcare system in Salt Lake City, Utah
- 21 hospitals across Utah, one in Southern Idaho
- 180 clinics, Medical Group of 1,500 employed physicians
- Health Plan - SelectHealth



**Intermountain[®]
Healthcare**

How this came to be in Utah

- ▶ 2006: Office of the Medical Examiner
- ▶ 2006: State Epidemiological Outcomes Workgroup
- ▶ 2006: Strategic Prevention Framework State Incentive Grant (SPF SIG)
- ▶ 2007: Legislature allocated \$200,000 towards campaign
- ▶ 2007: Local areas and Health department identify factors in overdose death

How this Came to be in Utah

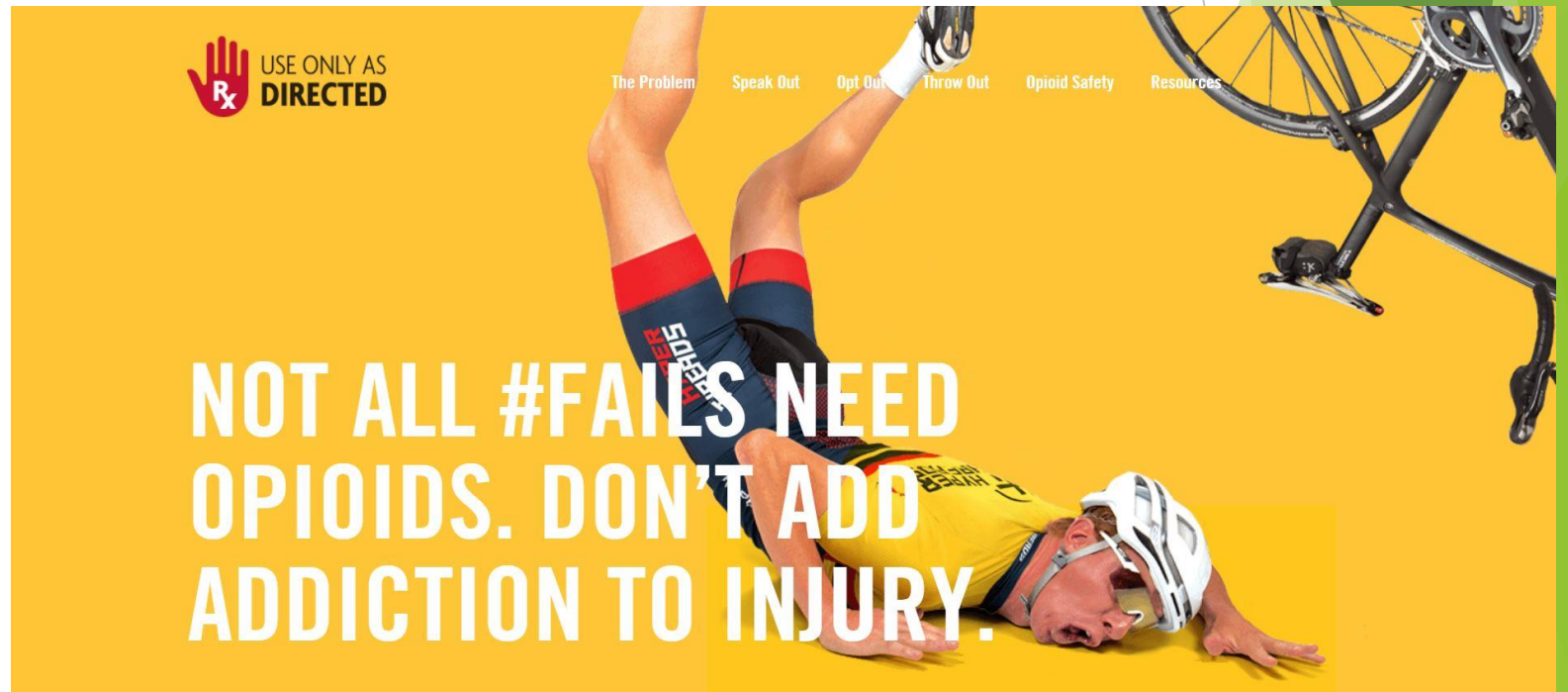
- ▶ 2007-14: Use Only As Directed campaign, state policy
- ▶ 2013: Partnership for Success Grant
- ▶ 2014- Present: Use Only As Directed increases coordination with stakeholders
- ▶ 2015: Opioid Community Collaborative
- ▶ 2015: Strategic Prevention Framework for Rx
- ▶ 2017/18: Intermountain announces goal to reduce prescribing of opioids

Goals? Time to fly...

- ▶ Predominant focus on death
- ▶ Use rates - Aim to decrease consumption (misuse/abuse)
- ▶ Treatment needs
- ▶ Factors:
 - ▶ Availability
 - ▶ Provider education/training
 - ▶ Awareness/Consumer education

Safe Use, Safe Storage, Safe Disposal... Speak Out, Opt Out, Throw Out

- ▶ Local assessment identified factors (Availability, Provider Knowledge, Consumer knowledge)
- ▶ Not all Fails messaging
- ▶ <http://useonlyasdirected.org/resources/>





USE ONLY AS
DIRECTED

Public Awareness Campaign

Speak Out

Start a conversation with your provider/pharmacist about potential addiction, managing a prescription.

Opt Out

Learn about pain management alternatives instead of using opioid medications.

Throw Out

The importance of disposing of unused, expired medications in a safe manner.



USE ONLY AS
DIRECTED

Public Awareness Campaign

BEFORE YOU TAKE AN OPIOID, TAKE A MOMENT TO ASK YOUR DOCTOR:

- 1 Am I at risk for addiction?
- 2 Will something else work?
- 3 How long will I be taking them?
- 4 Are you prescribing the lowest possible dose?
- 5 What's the plan to taper me off?

SPEAK OUT **DPT OUT** **THROW OUT**

PHYSICAL DEPENDENCY TO OPIOIDS CAN HAPPEN IN JUST SEVEN DAYS

UTAHNS FILL 7,000 OPIOID PRESCRIPTIONS EVERY DAY

Talk to your doctor about prescription pain medication alternatives.

SPEAK OUT **DPT OUT** **THROW OUT**

DON'T ADD ADDICTION TO INJURY

Not all #fails need opioids.



USE ONLY AS
DIRECTED

Public Awareness Campaign



- Medication drop boxes installed in February 2015.
- Drop box added in police stations, health departments, and other community areas.
- Every Intermountain Community Pharmacy has a drop box.
- Over 18,000 tons of medications dropped in the Intermountain pharmacies. *Only Intermountain!
- Drop box locator on useonlyasdirected.org.

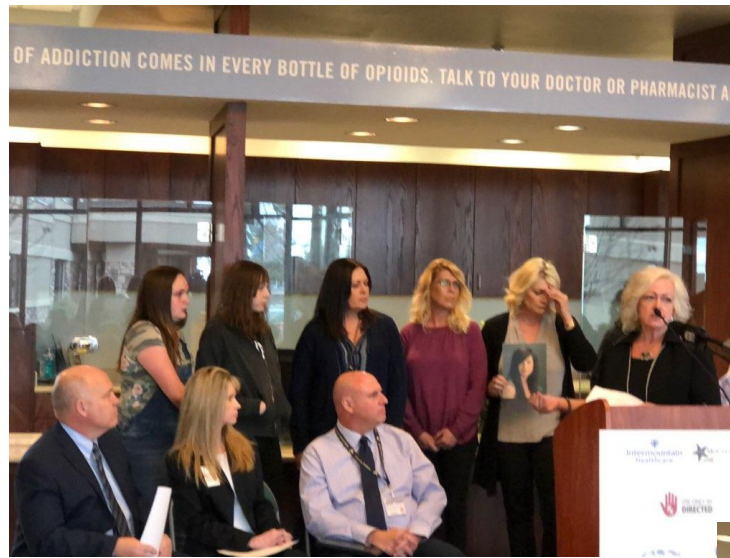
Utah County Project

▶ Coalitions

- ▶ Payson, Provo, Eagle Mountain/Saratoga Springs, Utah Valley Drug Prevention

▶ Hospitals

- ▶ Intermountain AND MountainStar (THIS IS HUGE)
- ▶ Brought doctors, patients and survivors together.
- ▶ Key take away: Everyone wants to be a part of the solution
- ▶ Key take away: When everyone wants a solution, there is less arguing about who owns what.



Tooele and Carbon

- ▶ Two of the counties with highest rates of overdose
- ▶ Don't have an Intermountain facility
- ▶ Worked with existing facilities to educate community
- ▶ Key take away: Everyone wants to find a solution
- ▶ Barriers: getting more community drop boxes, training prescribers outside of Intermountain

Tipping point

- ▶ Intermountain support
- ▶ Capacity built with coalitions
- ▶ Media: everyone telling you it's an issue
- ▶ Money
 - ▶ Human resources
 - ▶ Quality products
 - ▶ Quality evaluation
 - ▶ Data, did I mention data?

Opioid Community Collaborative

In 2015, the OCC is formed with Intermountain, the Division of Substance Abuse and Mental Health, the Utah Department of Health, Weber Human Services, Davis Behavioral Health, and other community partners.

Key Areas of Focus:

- Provider Education
- Treatment
- Public Awareness and Education

2018 Intermountain Opioid Reduction Goal Announced

August 22, 2017



2018 Intermountain Opioid Reduction Goal

Acute Pain Prescribing



total tablets prescribed for acute conditions

Chronic Pain Prescribing



percent of patients concurrently on chronic opioid therapy and benzodiazepine therapy

Proven Treatment



the number of buprenorphine prescribers and naloxone kits disseminated

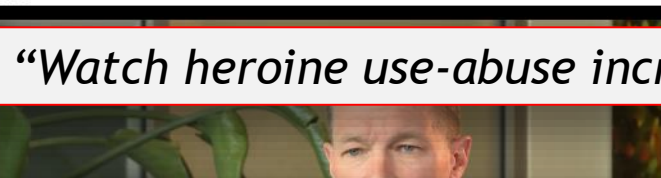
Reaction - The Good and the Bad

Intermountain Healthcare wants to cut prescribed opioids by 40 percent by end of 2018

By Ben Lockhart [@benlockhartnews](#)
Published: August 22, 2017 7:20 pm

[Twitter](#) [Facebook](#) [Email](#) [Comments](#)

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“Watch heroine use-abuse increase”

“And let people suffer?”

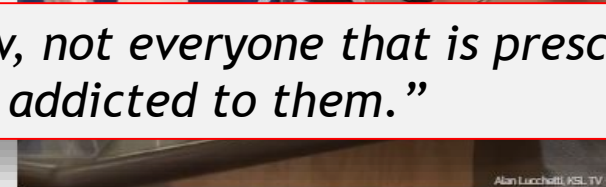
Seriously folks. Opioids are NOT the problem folks. They provide relief to millions of Americans who use them in a responsible manner.

This war on opioids will leave us thinking the drugs are a curse when in fact they are a blessing. It's becoming a mindless talking point. What other alternative are we going to provide for people with chronic pain?”

The need for a reduction is urgent in Utah, where about 7,000 prescriptions for opioid



“You know, not everyone that is prescribed opiates is addicted to them.”



Intermountain Healthcare wants to cut prescribed opioids

“What about the people that have chronic pain? So Sad Too Bad”



6PM: Intermountain Healthcare wants to cut prescribed opioids by 40 percent by end of 2018
Jed Bost, KSL-TV

Show 1 more video

“We're the ones who are getting punished for people out on the street overdosing and shooting up and not taking their medications as prescribed.”

The need for a reduction is urgent in Utah, where about 7,000 prescriptions for opioid painkillers are issued per day on average, Allen said.

Too often, he said, well-meaning doctors intending to be thorough end up recommending a number of pills greatly exceeding what is strictly necessary for pain

Reaction - The Good and the Bad

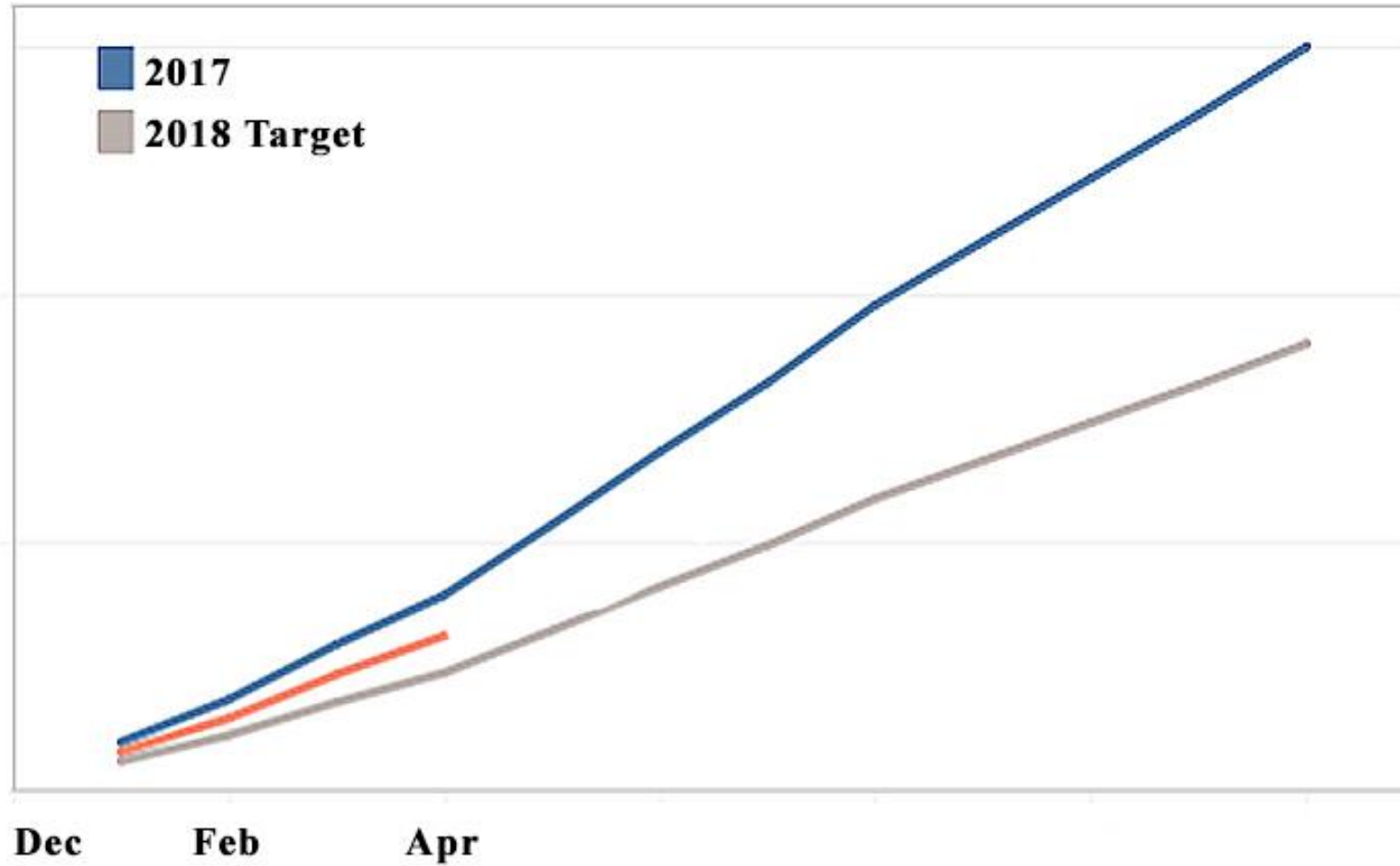
Worries about patient looking for another provider

Bad survey scores and rankings

How to educate a patient - rather than seeming that the provider can't help



Early Results



Jan: 20.7%

Feb: 21.0%

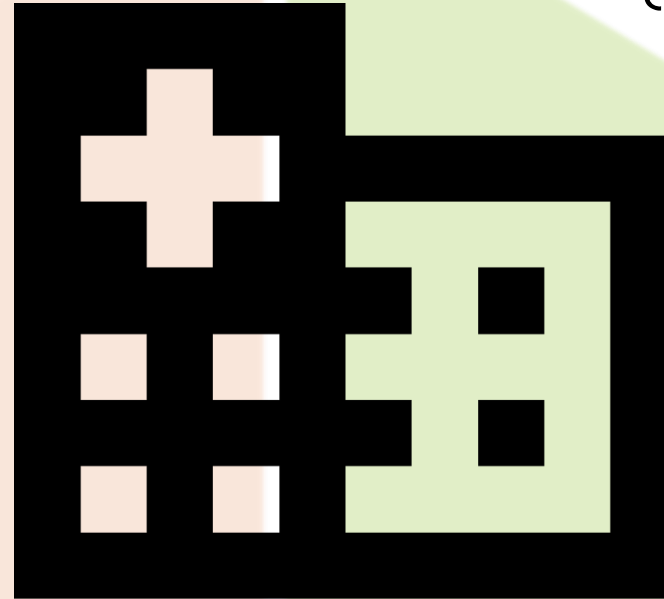
Mar: 20.8%

Apr: 20.7%

Unified Messaging



Public Messaging



Internal Messaging



Doctor's Office

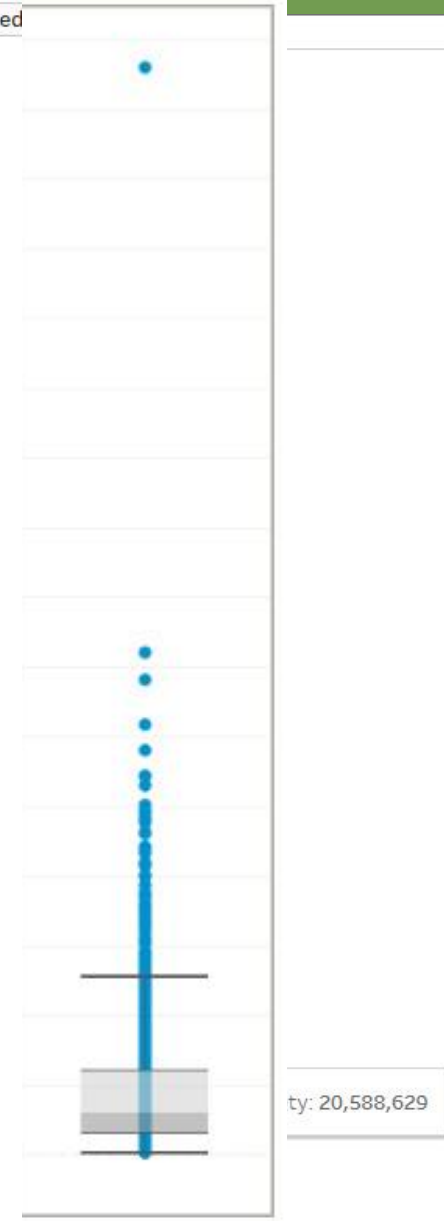
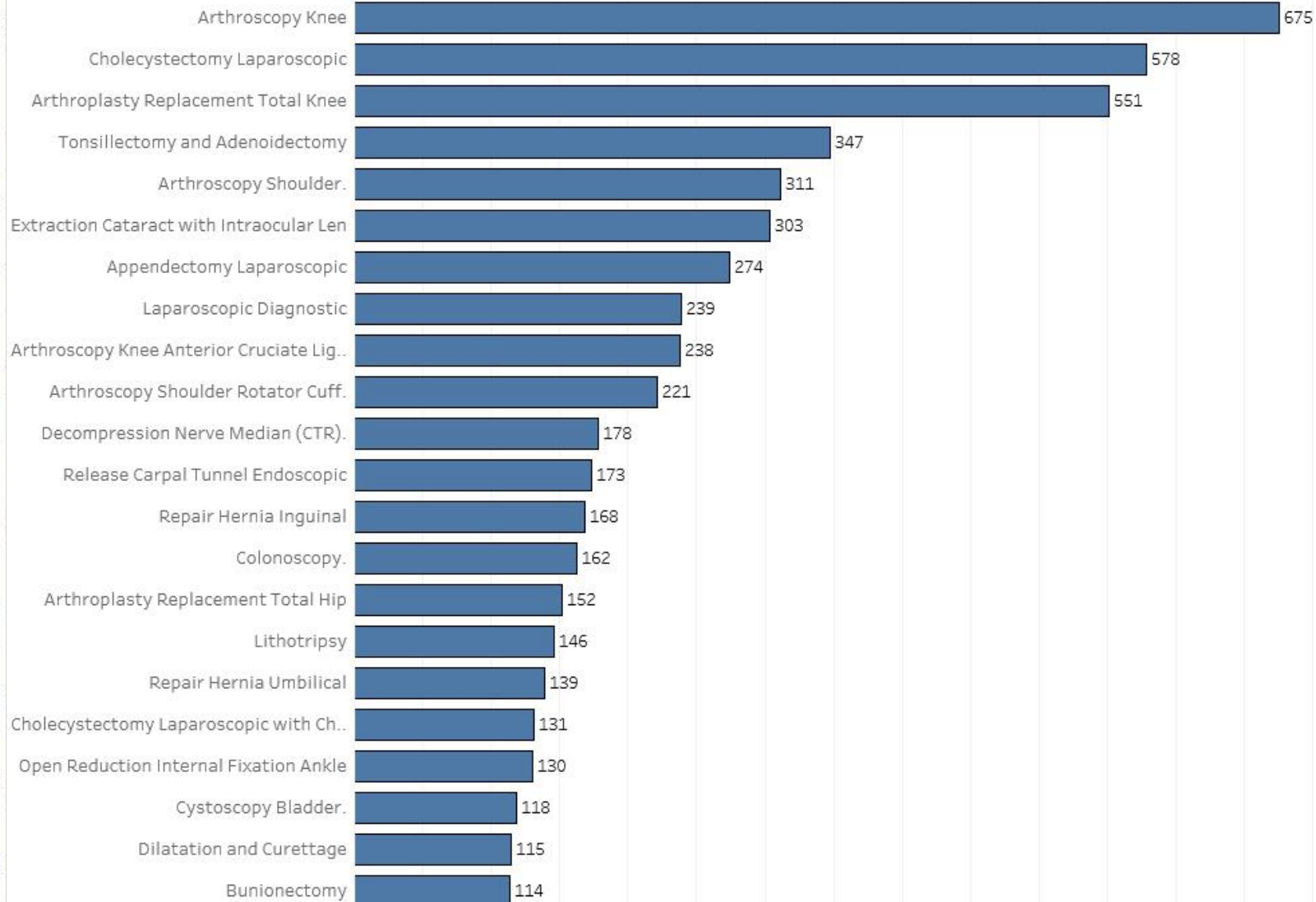
- Every Intermountain hospital to have Use Only As Directed installation
- Messaging in non-Intermountain hospitals
- Community installations

- Online internal dashboard showing individual prescribing rankings
- Messaging through email, training, videos and podcasts for internal use
- Expanded training for APCs

Internal Online Dashboard

Definitions Volumes Prescription Frequency Prescription Summary Box Plot Version Quantities Narcotic Naive vs. Pain Contro... Disposal of Unused

PROCEDURE VOLUMES



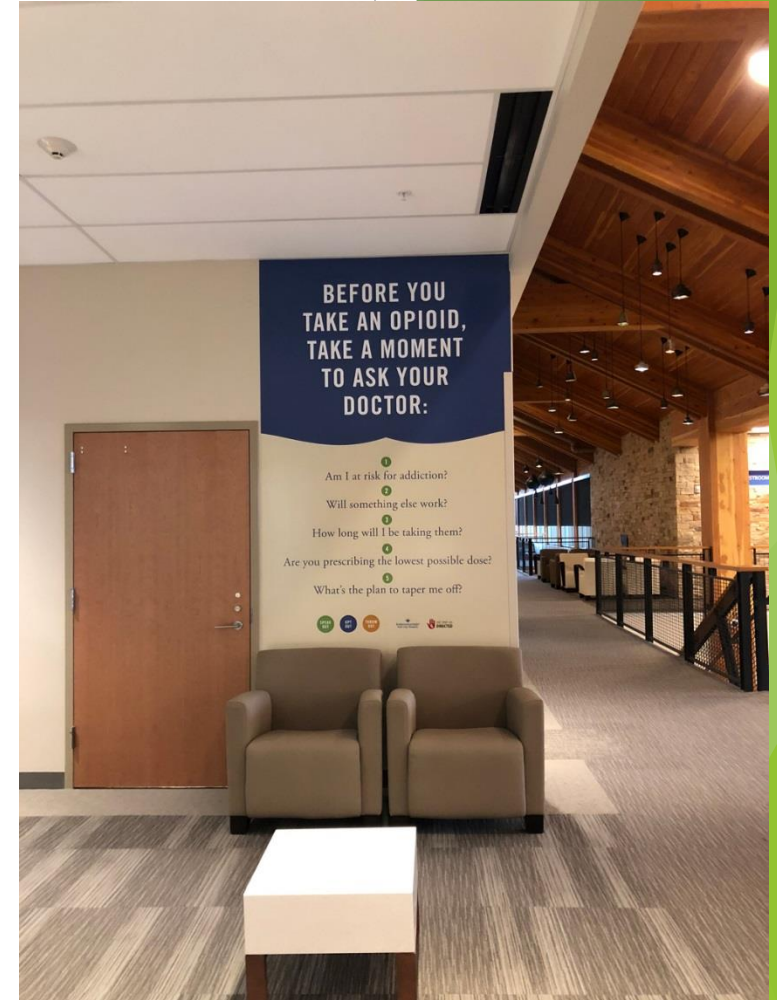
Use Only As Directed Push



Elevators

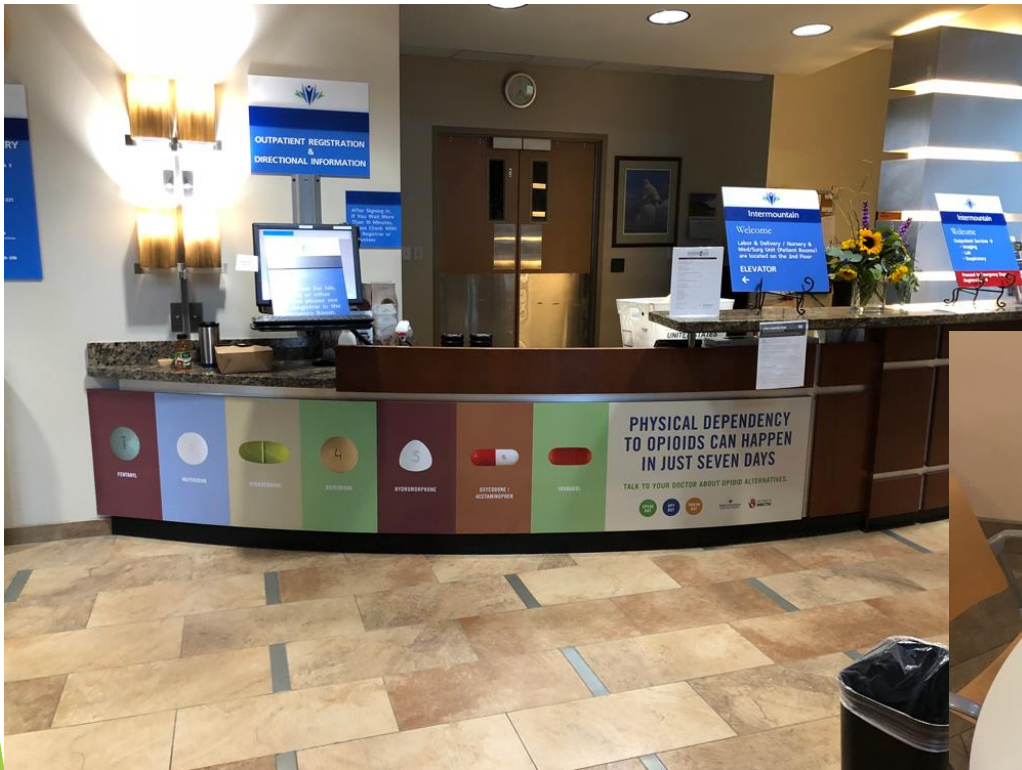


Floor graphics



Waiting rooms

Use Only As Directed Push



Check-in desks & Information desks

Cafeterias



Floor graphics



Hallways

Use Only As Directed Push

Pill bottle chandelier:

The chandelier has been displayed in several hospitals. The chandelier has 7,000 empty bottles that references the amount of opioid prescriptions filled every day in Utah.



2018 Results To Date

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2018 Results To Date

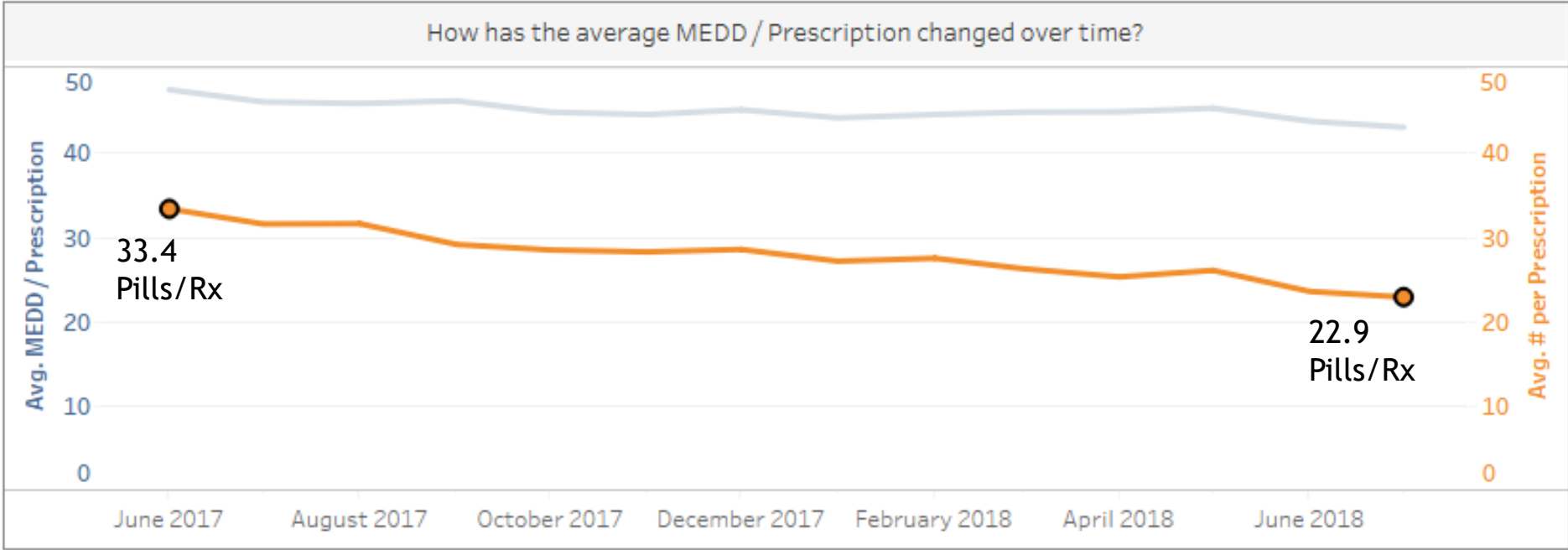
The 40% Reduction Goal: 31.0%

Chronic Pain Prescribing: 14%

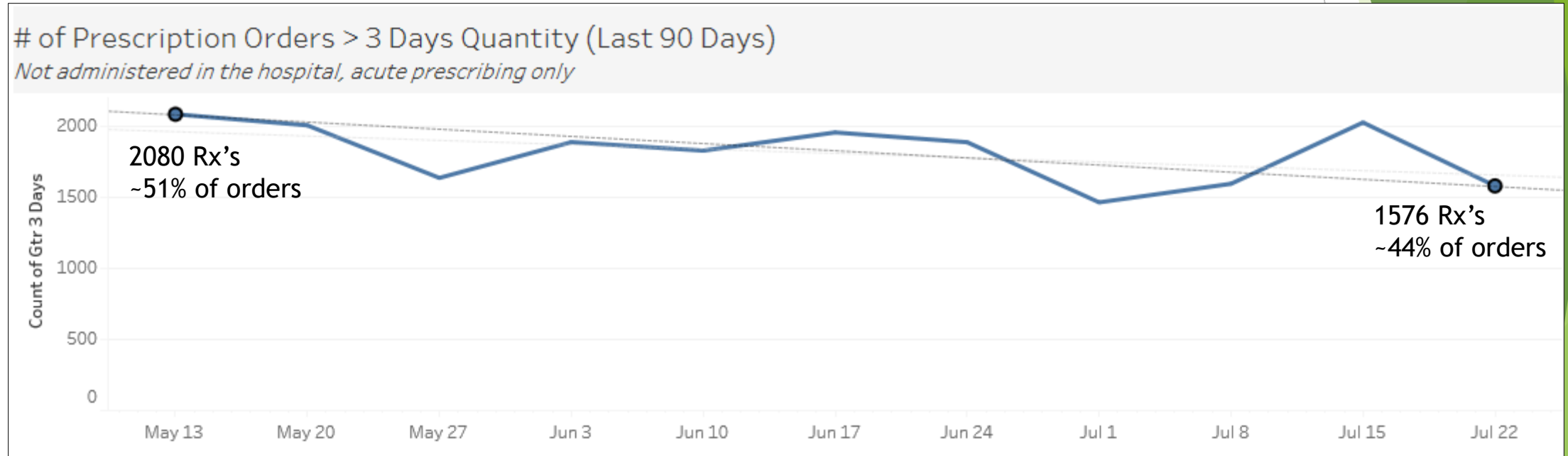
Proven Treatment: 10.5%

As of August 1, 2018

Average Pills Per Prescription - Acute



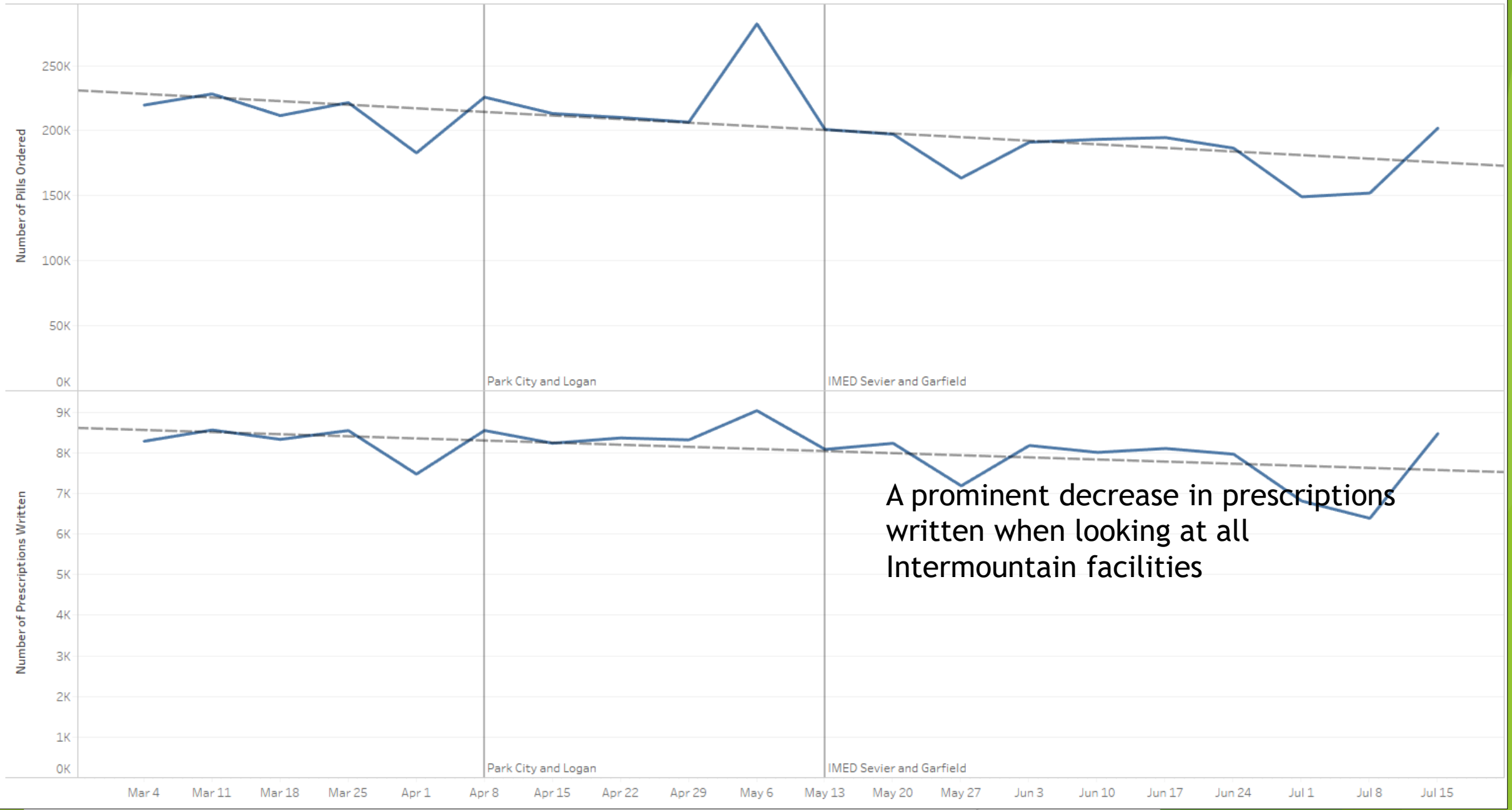
Number of Prescriptions > 3 Days Quantity - Acute



Pre vs Post Hospital Messaging

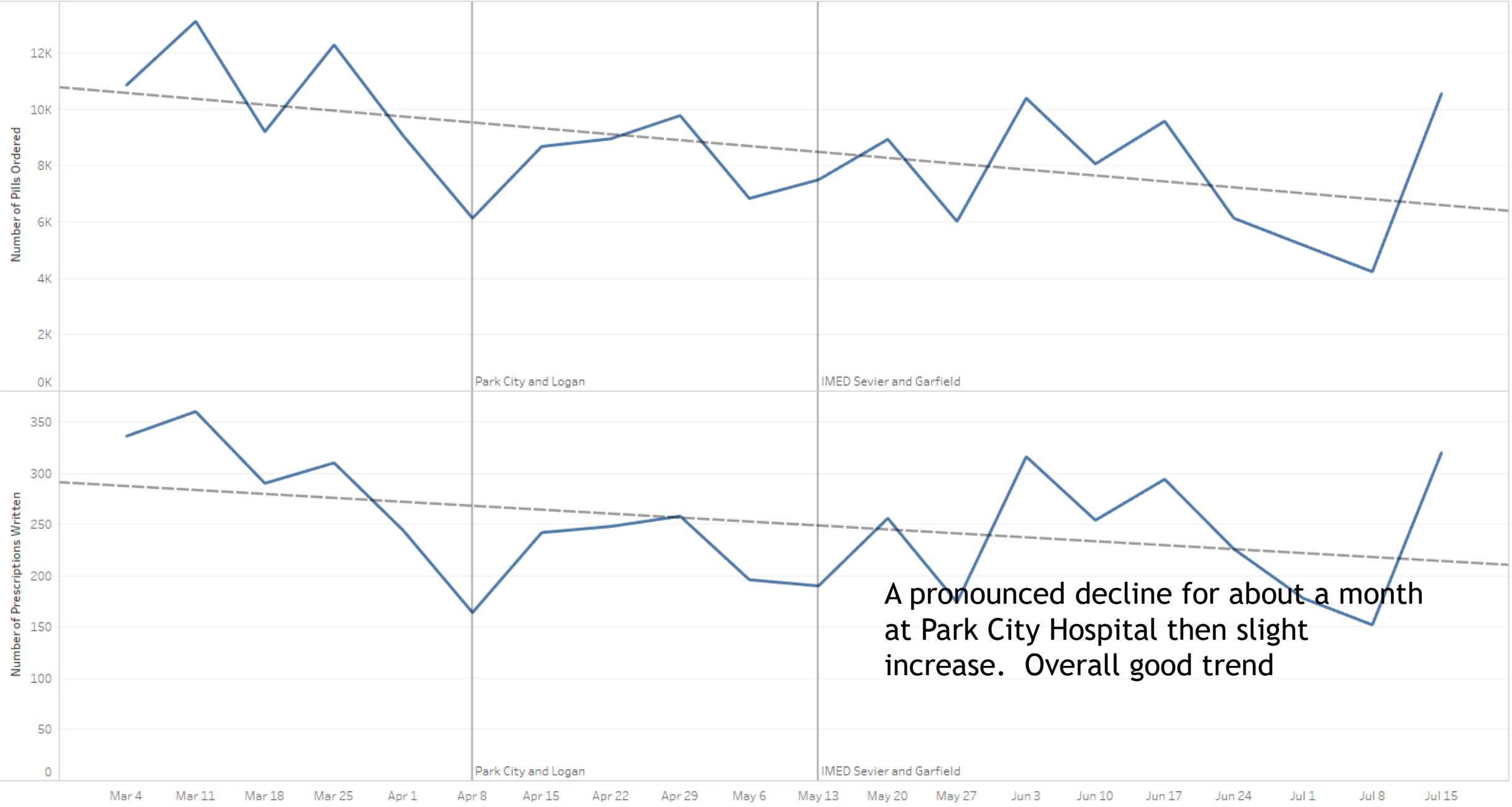
Impact and examples

Intermountain Opioid Prescriptions Written (all facilities)

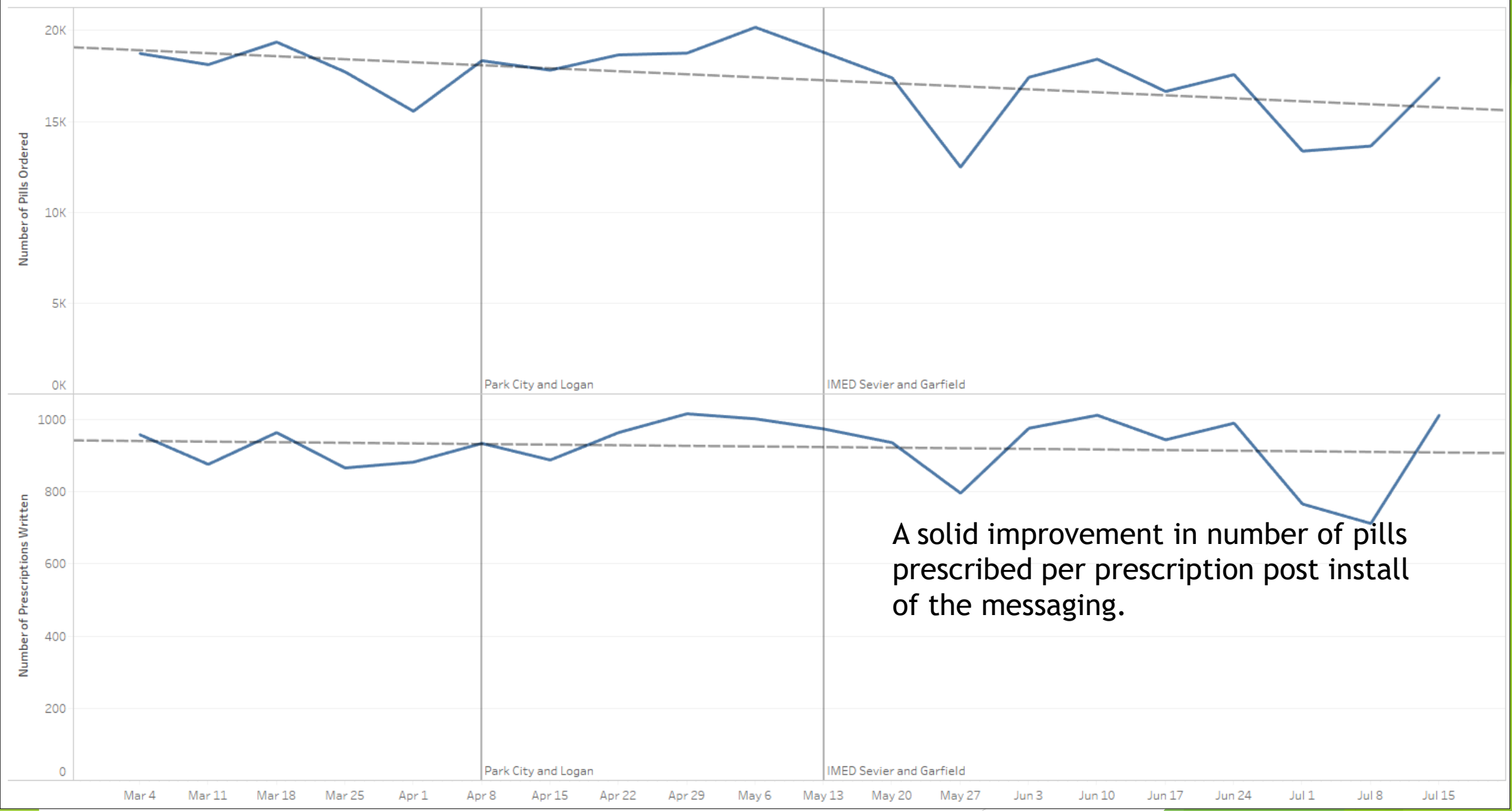


A prominent decrease in prescriptions written when looking at all Intermountain facilities

Intermountain Opioid Prescriptions Written (HOSP-Park City Hospital Only)

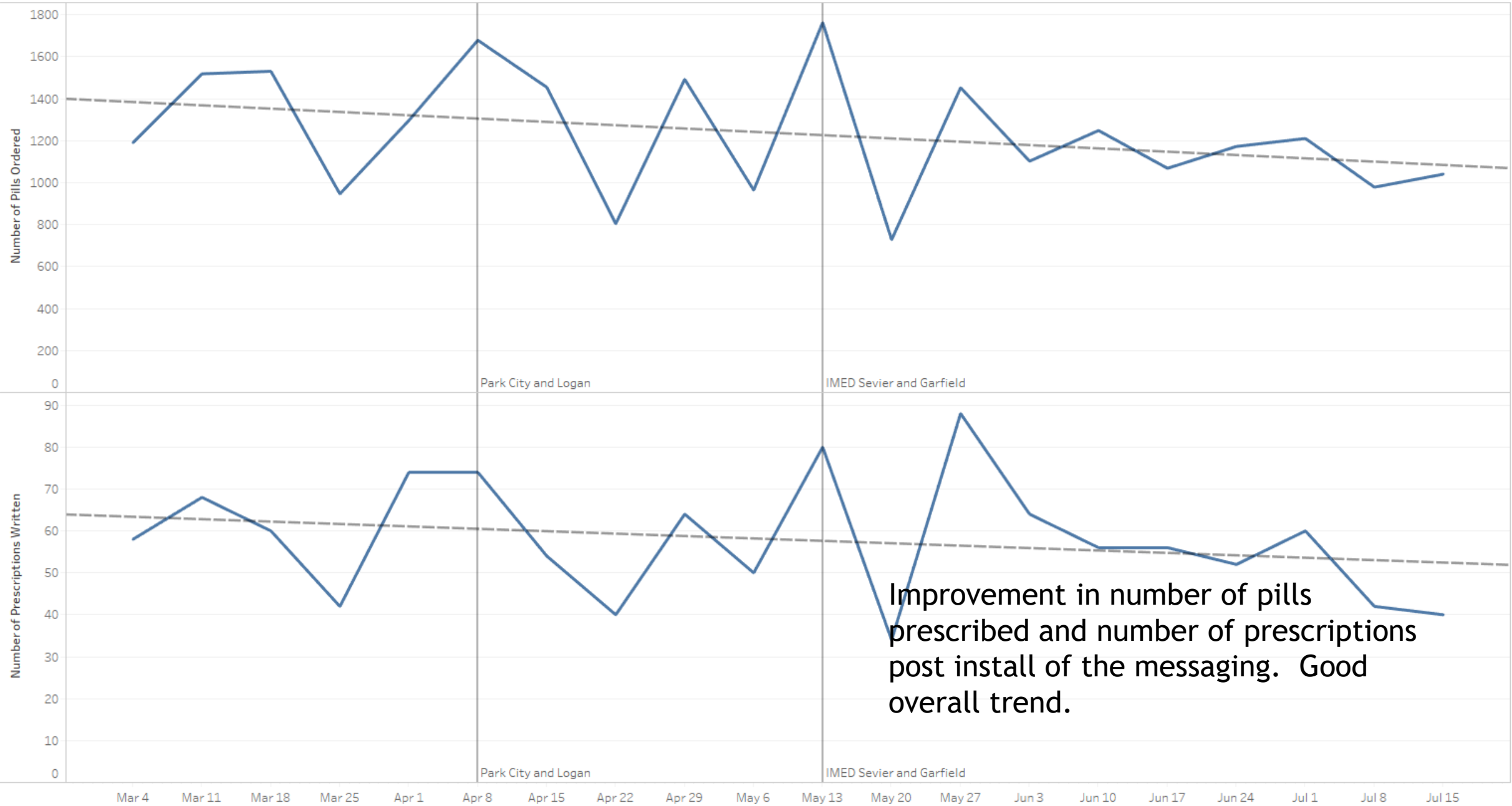


Intermountain Opioid Prescriptions Written (HOSP-Intermountain Medical Center Only)



A solid improvement in number of pills prescribed per prescription post install of the messaging.

Intermountain Opioid Prescriptions Written (HOSP-Sevier Valley Hospital Only)



Messaging 2.0

- Social media push for Opioid Awareness Day
- A traveling interactive exhibit about opioids in 2019
- Focus on science/studies behind opioids - help with chronic pain messaging
- Message of hope

Because I knew, I have been changed for good

- ▶ Partnering with Intermountain, so what's the big deal?
- ▶ DATA DATA DATA
- ▶ Reliability
- ▶ Audience



What else did we do?

- ▶ It's never just ONE thing
- ▶ Over 25 new policies/laws since 2007, including:
 - ▶ Doctor Shopping Laws
 - ▶ Prescriber Education Required or Recommended Existence of Prescription Drug Monitoring Program (PDMP)
 - ▶ Good Samaritan Laws
 - ▶ Rescue Drug Laws

People believe all sorts of things that aren't true...we call it history

- ▶ Where does Utah rank?
- ▶ 2006: 4th in the nation for Opioid Overdose deaths
- ▶ 2018: 20th in the nation for Opioid Overdoes deaths
(<https://www.cdc.gov/drugoverdose/data/statedeaths.html>)

Utah's overdose deaths fall 12% despite nationwide surge

By Matthew Piper [@matthew_piper](#)

Published: August 18, 2018 6:30 am

Updated: Aug. 18, 2018 1:58 p.m.



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Patrick Sison, Associated Press

FILE - This Tuesday, Aug. 15, 2017, file photo shows an arrangement of pills of the opioid oxycodone-acetaminophen in New York. In an innovative experiment, doctors prescribed fewer opioids after learning of their patient's overdose death in a letter from a county medical examiner. More than 400 "Dear Doctor" letters, sent in 2017 in San Diego County, were part of a study that put a human face on the U.S. opioid crisis for many doctors.



SALT LAKE CITY — Defying a worrisome national trend, Utah recently recorded the nation's second-largest drop in drug overdose deaths in [estimates](#) from the Centers for Disease Control and Prevention.

<https://www.deseretnews.com/article/900028644/utahs-overdose-deaths-fall-12-percent-despite-nationwide-surge.html>

So you want to be Popular?

- ▶ First, don't attack a specific group (doctors, people receiving opioids for pain)
- ▶ Second, use the data!!
- ▶ Third, listen and work with the stakeholders, including prescribers
- ▶ Fourth, Use The Data!
- ▶ Fifth, be willing to let other agencies have control.***

**Only if they use the data and share the goal

Questions?

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