Preventing Opioid Abuse in the Clinical Setting: Innovative e-Tools for CME delivery to physicians, nurses, and other health care providers
The Prescription Opioid Abuse Epidemic

• In 2010, 1.2 million ER visits for prescription drug abuse (of 2.3 million total drug-related visits).

• Accidental deaths involving opioid pain relievers increased 4X from 1999 through 2008.

• Opioid overdose-related deaths now outnumber all other drug-related deaths, across all age ranges.

• 18% of opioid abusers in the past year received them directly from 1 doctor.

• Over the past 20 years, opioid Rx’s have increased 4X.

• > 100 million chronic pain patients in US, with estimates of abuse ranging from 3%–26%.
Project Overview

• In 2009, NIDA unveiled its outreach initiative, NIDAMED, specifically to help physicians, medical interns and residents, and other clinicians understand and address the complex and growing problem of prescription drug abuse.

• NIDAMED makes materials from NIDA Centers of Excellence (CoE) for Physician Information available online.

• The overarching goal of this project is to develop continuing medical education resources on the topic of prescription drug abuse that build on the current NIDA materials and familiarize clinicians with available resources.
Project Design

Task 1: CME Module Development

- Design, develop, and launch two 1.25-1.75 credit, CME/CE certified, self-paced learning modules, hosted on the Medscape Education Web site and accessible via the NIDAMED web site.

- Employ the Medscape “Test and Teach” approach to content and experience design, which combines case based learning, didactic instruction, and communication video modeling.
CME Module Development: Discovery Phase
Needs Assessment Process Overview

- Survey of prescription drug abuse screening and prescription patterns among physicians in multiple specialties
- Interviews with four academic medical center-based experts in pain and addiction treatment education
- Review of current education modules and resources available on the NIDA Web site for:
  - Audience-appropriate content (practicing physicians)
  - Current and referenced material
Audience Needs Survey

- Posted October 25–November 11, 2011
- Results: 740 participants, 98% physicians
  - 22% emergency medicine
  - 20% anesthesiology
  - 12% family/internal medicine
  - 9% OB/GYN
  - 8% general surgery
  - 6% neurology
  - 5% orthopedics
Audience Needs Survey

• General Characteristics

• 93% of participants prescribe opiates.

• 72% prescribe sedatives or tranquilizers.

• 20% prescribe stimulants.

• 67% report screening for prescription drug abuse (versus 92% for tobacco, 86% for alcohol, and 82% for illicit drugs).

• 47% screen “as necessary”; 33% use standardized screening tool at intake.
Needs Assessment: In-Depth Interviews (IDIs)

- Perceived effectiveness of NIDA materials
  - NMASSIST highly effective

- Gaps in materials
  - Communication
  - Drug diversion
  - Drug disposal

- Potential audiences to benefit from CME
  - Emergency medicine professionals, gynecologists, orthopedists, psychiatrists, surgeons, podiatrists, pain specialists, and primary care providers
  - Medical school faculty and medical students
  - Nurse practitioners and nurses
  - Physician assistants, social workers, dentists
Content Analysis

• Conducted a thorough review of existing NIDAMED resources and curricula, in order to:
  ◊ Check for relevance to CME module development
  ◊ Review accuracy and timeliness of content.
  ◊ Identify gaps in the resources available
CME Module Objectives

Module #1: Safe Prescribing for Pain

• Communicate effectively and nonjudgmentally with patients regarding opioid use and abuse.
• Screen for drug abuse, including nonmedical use of Rx drugs.
• Evaluate patient risk for opioid pain medication abuse.

Module #2: Managing Pain Patients Who Abuse Prescription Drugs

• Assess and monitor patients taking opioids, for abuse.
• Propose nonjudgmental communication strategies to engage patients in dialog.
• Formulate treatment management and possible referral plans to prevent and address opioid addiction.
Project Design

Task 2: Recruitment and Distribution

Draft and implement a comprehensive marketing and dissemination plan to promote the e-learning modules, CME components, and mobile application. Specific objectives for this task are to:

- Create and implement a recruitment and distribution plan.
- Recruit at least 5,000 practicing physicians to complete the CME activities.
- Partner with at least two medical schools to include the e-learning module.
Environmental Scan: Key Findings

- Physician-preferred sources of health, medical, or prescription drug information
  ◊ Internet (86%)
  ◊ Online CME courses (78%)*

- Physicians are active on social media sites.

- Physicians say they should or would like to receive information about substance abuse from professional associations.

- California, Connecticut, Massachusetts, Oklahoma, Oregon, Pennsylvania, Rhode Island, Texas, and West Virginia require physicians to complete CME courses in pain management or risk management for maintenance of licensure.

Partnerships for Distribution

• Existing NIDA and NIH partners
• Physician social networks
• Physician and Nursing specialty groups
• State Medical and Nursing associations
• State Prescription Monitoring Programs (PMPs)
• Medical and Nursing schools, and other health professions schools
• Health care bloggers
• Email list-serves campaign
Examples of Partner Dissemination Approaches
Online CME

AAPA IMPACT on Demand 2013

AAPA IMPACT on Demand 2013 offers more than 180 hours of educational content. Earn AAPA Category 1 CME Credits. Watch conference sessions anytime, anywhere and on any device. Click here to learn more.

The National Institute on Drug Abuse - Opioid and Pain Management CMEs

The number of prescriptions filled for opioid pain relievers has increased dramatically, leading the CDC to identify prescription drug abuse a problem of "epidemic" proportions. To better equip physicians assistants and other health professionals against this crisis, the National Institute on Drug Abuse offers two free online CME/CES:

- **Safe Prescribing for Pain** (1.25 credits) teaches the prevalence of prescription opioid abuse and explores ways to effectively screen for and prevent abuse in patients with pain.
- **Managing Pain Patients Who Abuse Rx Drugs** (1.75 credits) identifies the prevalence of opioid addiction and dependence in patients with chronic pain, and assists health care providers in identifying emerging abuse behaviors.
Online CME

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Speaker Forms
If you are a speaker for one of the TAPA conferences, please fill out the following forms before the conference.

Speaker Contract/Ai Form
Speaker Disclosure Form

Other CME Opportunities
National Institute on Drug Abuse (NIDA) - free online CME activities
http://www.drugabuse.gov/nnidaetools?

MD Anderson Cancer Center - Introduction to Clinical Oncology - An E-Learning Course
www.mdanderson.org/oe

$25 fee for CME Credit
10 hours AMA PRA Category 1 Credits

Professional Oncology Education - New Online Cancer Survivorship Courses - “Colorectal Cancer Survivorship” Go to MD Anderson website for more information - www.mdanderson.org/oe

CME Calendar of Events - If you would like to have your CME event listed on the TAPA CME Calendar, please email the information to admin@tapa.org

CME Conferences around the United States - For more information on CMEs around the US, click on the link below.
http://www.primarycancernet.org

PANCE & PANRE Review Courses
http://www.paboardreview.com/
ExamMaster Online
Kaplan Medical
PassEx Enterprises, Inc.
Physician Assistant Education Association
www.cedarbluffrooms.com
www.cedarblufftests.com
www.cmeressources.com
Integration into Medical School Curricula

• Three targeted academic medical schools
  ◊ University of Florida
  ◊ University of Utah
  ◊ University of Washington

• Utilize subject matter expert faculty as liaisons to integration at universities

• Integration as complementary learning resource, with faculty facilitated follow-up discussion, into clinical clerkship rotations for 3rd and 4th year students.
  ◊ Family practice
  ◊ Psychiatry/addictions
  ◊ Communications
NIDA Resource Guide:

Talking to Your Patients About Opioids
CME/CNE programs from NIDA and Medscape LLC*

- Safe Prescribing for Pain
- Managing Pain Patients Who Abuse Rx Drugs
- Interactive case-based programs including video demonstrations of clinician-patient conversations.

Visit: www.drugabuse.gov/nidamed

Part of the NIDAMED® portfolio of medical education resources for substance use disorders.
*Supported by the White House Office of National Drug Control Policy
Earn CME credits on Medscape or Explore the modules first on NIDA’s website: www.drugabuse.gov/nidamed/etools
Information-seeking with the patient at risk for abuse.

Assessing for adequate pain control and screening for potential abuse risk.

Assessing opioid effectiveness and implementing a pain control treatment agreement.

Assessing the chronic pain patient for opioid abuse potential.
Support

This project is part of the NIDAMED portfolio of medical education resources for substance use disorders, and is supported by the White House Office of National Drug Control Policy.