



Preventing Opioid Abuse in the Clinical Setting:

Innovative e-Tools for CME delivery to physicians, nurses,
and other health care providers

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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.



* Parekh N, Mayer J, Rojowsky N. Connecting with Physicians Online: Searching for Answers. Think Insights with Google Web site. <http://www.thinkwithgoogle.com/insights/library/studies/connecting-with-physicians-online-searching-for-answers>. Published November 1, 2009.

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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



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Online CME

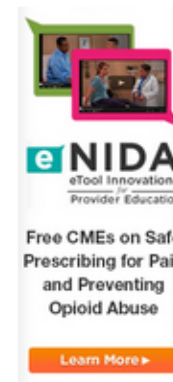
AAPA IMPACT on Demand 2013

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 CMEs/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.



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Online CME

National Institute on Drug Abuse

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Texas Academy of Physician Assistants

tapa.affiniscape.com/displaycommon.cfm?an=1&subarticlenbr=85

Speaker Forms

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

[Speaker Contract/AV Form](#)
[Speaker Disclosure Form](#)

Other CME Opportunities

National Institute on Drug Abuse (NIDA) - free online CME activities
http://www.drugabuse.gov/nidamed/etools?utm_source=PA&utm_medium=Web&utm_content=NIDAMED&utm_campaign=NIDAMED

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

\$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/poe Flyer

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.primarycarenet.org>

PANCE & PANRE Review Courses

<http://www.paboardreview.com/>
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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:

eNIDA
eTool Innovations
for
Provider Education



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

NMASSIST:

NIDA Drug Screening Tool +

Clinicians's Screening Tool for Drug Use in General Settings*

In the past year, how often have you used the following?

Alcohol (For men, 5 or more drinks a day. For women, 4 or more drinks a day)

Never Once or Twice Monthly Weekly Daily or Almost Daily

Tobacco Products

Never Once or Twice Monthly Weekly Daily or Almost Daily

Prescription Drugs for Non-Medical Reasons

Never Once or Twice Monthly Weekly Daily or Almost Daily

Illegal Drugs

Never Once or Twice Monthly Weekly Daily or Almost Daily

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NIDA Drug Screening Tool +

Clinician's Screening Tool for Drug Use in General Medical Settings*

Results

Prescription drug use: Patient is at-risk for prescription drugs.

[Learn more about health risks ►](#)

Prescription stimulants
Ritalin, Concerta, Dexedrine, Adderall, diet pills, etc.
[View Health Risks](#)

MODERATE
5/40

Earn CME credits on

Medscape
EDUCATION

or

Explore the modules
first on

NIDA's website:

www.drugabuse.gov/nidamed/etools



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NIDA eTools:

The screenshot displays the NIDA eTools website at www.drugabuse.gov/nidamed/etools. The page is titled "Opioid and Pain Management CMEs" and is part of the "NIDAMED: Medical & Health Professionals" series. It features a navigation bar with links to "Drugs of Abuse", "Related Topics", "Publications", "Funding", "News & Events", and "About NIDA". The main content area includes a description of the CME courses, which are developed by NIDA and Medscape Education, with funding from the White House Office of National Drug Control Policy. The courses provide practical guidance for physicians and other clinicians in screening pain patients for substance use disorder risk factors before prescribing, and in identifying when patients are abusing their medications. The courses use videos that model effective communication about sensitive issues, without losing sight of addressing the pain. Click [here](#) to view the press release.

There are two main sections for the CMEs:

- Safe Prescribing for Pain**: The goal of this activity is to describe the prevalence of prescription opioid abuse in the United States and the skills and tools clinicians can use to screen for and prevent abuse in patients with pain. It offers [Earn 1.25 CME/CE credits on Medscape Education](#) and is [Approved for 1.25 AAFP Prescribed credits](#).
- Managing Pain Patients Who Abuse Rx Drugs**: The goal of this activity is to describe the symptoms and prevalence of opioid addiction and dependence in patients with chronic pain, and the steps clinicians can take to screen for, prevent, and treat such conditions. It offers [Earn 1.75 CME/CE credits on Medscape Education](#) and is [Approved for 1.75 AAFP Prescribed credits](#).

Both sections include a video player showing a clinical scenario. The "Safe Prescribing for Pain" video is in a pink frame, and the "Managing Pain Patients Who Abuse Rx Drugs" video is in a green frame.

On the right side, there is a "Looking for Treatment?" section with a link to the [SAMHSA Treatment Locator](#) or [1-800-662-HELP](#). Below this is a "NIDA's Publication Series" list including "NIDA Notes", "DrugFacts", "Research Reports", "Mind Over Matter", and "Brain Power". At the bottom right, there is a "NIDAMED+ logo".

Test & Teach videos

A



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

B



Assessing opioid effectiveness and implementing a pain control treatment agreement.

C




Assessing the chronic pain patient for opioid abuse potential.

D



Information-seeking with the patient at risk for abuse.

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



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