

■ OPIOID PRESCRIBER OUTREACH – CRAIG THIELE



HMA and Community Care of North Carolina's (CCNC) community pharmacy enhanced services network (CPESN[®]) have partnered together to provide an approach that leverages existing relationships, expertise, and infrastructures of local community-based pharmacists and physicians with expertise in opioid abuse.

Improving
practice-
wide opioid
prescribing
habits

I D E N T I F Y

- Prescribers with a large percentage of patients on opioids
- Prescribers writing combinations of opioid and benzodiazepines
- Providers who consistently write for opioids yet have very low overall percentage of patients with either toxicological evaluation or substance use disorder screenings

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Information would be shared with expert pharmacists and community-based physician experts using a tiered approach model.

TIER 1

Community-based pharmacists

The first tier will focus on utilizing CPESN®'s community-based pharmacists to both identify and engage at-risk patients and their prescribing providers to educate and highlight their prescribing patterns that may increase the danger to their patients.

TIER 2

Regionally-based community opioid physician experts

Tier 2 is designed for practices and prescribing providers who either find it difficult to make necessary changes or request additional help with caring for this complex population.

“Coalitions of the willing meetings” to share best practices would be regionally based, meeting quarterly to discuss clinical case scenarios and administrative topics (e.g., billing and structural dilemmas).

On-line forums

In addition to the face-to-face meetings, there would also be an online forum where questions could be posted and answered by local experts and other colleagues who have dealt with the same types of situations.

TIER 3

HMA national physician opioid experts

Tier 3 is available when additional expertise and resources are required for prescribing providers with significant prescribing practice improvement needs or for prescribing providers recalcitrant to changing practice patterns based on input from Tiers 1 and 2.

In some circumstances, the engagement of prescribing providers would include an interdisciplinary team approach comprised of business development staff, behavioral health staff, and nationally recognized opioid abuse expert practitioners.

TIER 4

Project Echo

Project ECHO (Extension for Community Healthcare Outcomes) is a collaborative model of medical education and care management that trains and empowers clinicians, especially in rural communities, to provide better care to more people.

A Project ECHO strategy can maintain the gains already achieved, as well as, continually improving the knowledge base and delivery of care for those patients with addiction.