The Intersection of Law Enforcement and Healthcare: Increased Utilization of California's PDMP

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Disclosures

- Victor Fazio, EdD, MACJ; Daniel Hicks; and John L. Eadie, MPA, disclosed no relevant, real, or apparent personal or professional financial relationships with proprietary entities that produce healthcare goods and services.
Disclosures

- All planners/managers hereby state that they or their spouse/life partner do not have any financial relationships or relationships to products or devices with any commercial interest related to the content of this activity of any amount during the past 12 months.

- The following planners/managers have the following to disclose:
  - Kelly J. Clark, MD, MBA, FASAM, DFAPA – Consulting fees: Braeburn, Indivior
Learning Objectives

- Describe how, when and why physicians in the geographical area of the workgroup were not using CURES.
- Identify the knowledge, motivation and organizational influences facilitating or impeding physicians’ utilization of the CURES database.
- Outline the recommendations for practice of physicians in the areas of knowledge, motivation and organizational resources.
Ventura County Rx Abuse & Heroin Workgroup

- Launched in early 2012
- Local response to escalating opioid epidemic that crossed boundaries and demographics:
  - Fatal overdoses had escalated
  - Rx opioids were widely-prescribed
  - Many with opioid SUDs shifted to heroin
- Our pivotal month: March 2015
Nearly half of young people who abuse heroin reported misusing Rx opioids before starting heroin.
People who are addicted to Rx opioids are 40 times more likely to become addicted to heroin.
Ventura County Rx Abuse & Heroin Workgroup

- **MISSION:**
  Save and improve lives by stopping Rx and heroin abuse.

- **PRIMARY GOAL:**
  Decrease fatal opioid overdoses by 50% countywide, compared to 2013 baseline.
Ventura County Rx Abuse & Heroin Workgroup

- **TARGETS FOR ACTION:**
  - **Professional Development**
    Expand professional training and development across all sectors.
  - **Enforcement and Security**
    Support law enforcement, monitoring and security to enhance public safety.
  - **Education and Awareness**
    Increase outreach and education for parents, patients and the community.
Ventura County Rx Abuse & Heroin Workgroup

- **Safe Schools**
  Collaborate with schools to increase prevention opportunities for teachers, parents, students and staff.

- **Prevention Policy and Research**
  Advance continued research and data analysis to develop key policy actions.
Addressing the Twofold Epidemic of Rx Painkiller and Heroin Abuse

- Ventura County’s multiagency response was focused thru the CDC supply-and-demand model and tailored for our local conditions.

- Reducing the supply of opioids while also decreasing the demand, will lead to a greater possibility of improving and saving lives.
REDUCING SUPPLY
+
REDUCING DEMAND
=
SAVING LIVES
REDUCING SUPPLY

Support Prescribers
- Safe prescribing guidelines for pain
- Prescriber training
- Easy access to online toolkits

Monitor Prescriptions
- Promote CURES 2.0 PDMP
- Partner with law enforcement to reduce diversion
- Expand safe & secure Rx drug disposal

Measure What Matters
- Use data to track and evaluate supply chain impacts
- Analyze PDMP data provided by CURES 2.0
Supporting Prescribers
Supporting Prescribers

Safe prescriber education addresses the opioid epidemic by training prescribers to respond before opioids are prescribed.

WHEN OPIOIDS ARE USED, START LOW AND GO SLOW:

- Assess pain and function
- Consider if non-opioid therapies are appropriate
- Talk to patients about treatment plan
- Evaluate risk of harm of misuses
- Identify drug misuse/addiction
- Query CURES 2.0 to confirm patient information
Hospitals unite on new pain medication policy for emergency departments.

L. to R.: Dr. Julia Feig, Dr. Celia Woods, Dr. Neil Canby, Dr. Carlo Reyes, Dr. Anthony H. Ho, Dr. Thomas Duncan and Dr. Martin Ehrlich at Los Robles Hospital, Thousand Oaks, CA.
CURES 2.0 Registration in Ventura County: From 15% to over 70% (2013-2017)

Goal: 100% CURES Utilization
Every patient, every time an opioid is prescribed.
REDUCING DEMAND

Protect Youth & Family
- Raise perception of youth harms
- Reduce the age of first use
- Support school-based initiatives

Inform the Community
- Increase awareness of opioid risks and benefits
- Promote secure medication and safe Rx disposal
- Improve treatment opportunities

Prevent Overdose
- Increase availability of OD prevention with Naloxone kits
- Disseminate NO OD information
Protecting Youth
CHKS ASKS: During your life, how many times have you used Rx painkillers, tranquilizers or sedatives to get “high” for reasons other than medical?

Dr. Heidi Christensen, VCOE
If an airliner crashed every week, would you notice? Would you care?

The same number of people are dying each week from prescription painkiller overdoses.
Informing the Community

Media campaigns included local newspapers, billboards, radio and social media targets.

The Ventura County Rx Abuse & Heroin Workgroup collaborates with local partners to increase community awareness of the risks of opioid misuse and engage support for safe and secure disposal.

WE CHECK because WE CARE

Patients, family members and prescribers all benefit from WE CHECK policy and messaging starting at the clinic door. Eye-catching decals remind that public health and safety increase when prescription histories are verified.
“Not only is there lower drug-seeking behavior, but patients express appreciation for the care taken.”

– CLINIC STAFF AFTER “WE CHECK” LAUNCH
Preventing Overdose

Local results:

- 1,737 OD rescue kits distributed countywide
- 27 distribution/education sites
- 236 lives saved! (and counting)
This Week, Naloxone Saved Someone’s:

Sister  Wife  Dad

OPIOIDS CAN KILL. NALOXONE SAVES.

Learn more: VENTURACOUNTYLIMITS.ORG/RX or call (805) 667-NO-OD

#Rx Summit   www.NationalRxDrugAbuseSummit.org
Featured Partner

Ventura County Interagency Pharmaceutical Crimes Unit (PCU)

The PCU’s primary mission is combating transfer of legal prescription medication to the illegal market. In addition, they work to identify and prevent new trends of abuse among youth and investigates overdose deaths due to both prescription medication and illicit drug use.
Local prescribers are increasing registration and utilization of California's CURES 2.0 (Controlled Substance Utilization Review and Evaluation System) to:

- Decrease number of opioid prescriptions
- Raise awareness of “doctor shopping”
- Increase patient safety
- Reduce risk of overdoses

Rx Workgroup goal to increase CURES registration and utilization was enhanced by the academic project of Workgroup member Dr. Victor Fazio of the Ventura County Sheriff’s Office.
Reducing harms caused by opioids through physician education

A gap analysis of physician underutilization of the California Controlled Substance Utilization Review and Evaluation System CURES 2.0.

Findings related to this project are limited to physicians who chose to participate in the study. Due to small sample size, further research is recommended, as the results are not generalizable to the population in the area of the workgroup or the entire state of California. Based on the findings, in combination with the review of literature, however, this project recommends outreach and training for physicians as well as policy changes at the California Department of Justice to bolster use of the database.
Organizational Problem of Practice

- 28,647 opioid deaths in United States – 2014
- Death by opioids increasing every year
- Nearly 100 people die in area of Workgroup every year
Purpose of Project

Southern California Opioid Reduction Workgroup’s Global Goal:

- Reduce by 50% number of unintentional opioid overdose deaths
- Goal of Study - 100% physician utilization of CURES
Importance of Evaluation

- In 2015, only about 1/3 of physicians registered to use system
- Increased use of CURES reduces deaths by prescription painkillers and heroin
1. How, when, and why are physicians in the geographical area of the workgroup using CURES?

2. What are the knowledge, motivation, and organizational influences facilitating or impeding physicians’ utilization of the CURES database?

3. What are the recommendations for practice of physicians in the areas of knowledge, motivation, and organizational resources?
Literature Review (Knowledge)

- Important for physicians to understand the existence and capabilities of CURES
- Benefits of using CURES
- Physicians need to know how to use CURES to access patient information
- Physicians need to evaluate their challenges and concerns related to their use of the CURES system
Literature Review (Motivation)

- Physicians need to find value in using CURES
- Physicians need to feel efficacious in using CURES to search for patient data
Literature Review (Organization)

- Physicians have been educated to believe that pain is ubiquitous and best treated by opioids; Pain as the 5th vital sign; marketing of OxyContin

- Doctoring is a profession in which physicians earn a living from seeing patients; CURES may take too much time; PDMPs result in lowered patient satisfaction; doctors do not want to confront patients
Data Collection

- Mixed Methods Data Collection – Surveys and Interviews
- Survey = 125 Physicians
- Interviews = 8 Physicians
Research Question 1

How, when, and why are physicians in the geographical area of the workgroup using CURES?

- Widespread use
- No standard for use
- Proactive
- Reactive
- Never used
Research Question 2

What are the knowledge, motivation, and organizational influences facilitating or impeding physicians’ utilization of the CURES?
Knowledge Findings

- Physicians may benefit from a reminder of the existence of the CURES database.
- Physicians may need to realize the full range of benefits the use of CURES offers.
- Physicians may lack procedural knowledge of how to use the database.
- Physicians may benefit from information about the importance of reflection and self-regulation.
Motivation Findings

- Some physicians did not necessarily find value in using CURES.
- Some physicians did not feel efficacious with logging into the system or searching for patient data.
Organization Findings

- Physicians found CURES too time consuming and difficult to use.
- Physicians may need to be re-educated about the treatment of pain.
- Physicians may be discounting the use of CURES for higher patient satisfaction ratings or faster patient turnover.
Recommendations

- Outreach to Physicians
- Prescriber Training
- State Policy
Outreach to Physicians

- Mailings to all prescribers including:
  - Laws, key facts, and basic terms about CURES
  - Rationales and benefits of use
  - CDC guidelines
  - CURES checklist
- Promotion of utilization: “Every patient, every time”
- Partner with local hospitals for buy-in
“CURES is an easy-to-use tool which is powerful in improving patient safety. It helps me feel more comfortable when I decide to appropriately prescribe opiates.”

- Tim Munzing, MD
Kaiser Permanente
“Using CURES helps me to build trusting relationships with my patients, because CURES provides objective evidence about whether patients are taking their medications responsibly.”

- Stephen G. Henry, MD
  Asst. Professor of Internal Medicine
  University of California, Davis
“As a physician, checking patient records on CURES gives me the opportunity to control, identify, and report abuse of prescription drugs.”

- Bradley Spiegel, MD
  Pain and Spine Specialist
  Anesthesiologist
  Thousand Oaks, CA
“Using CURES helps me to build trusting relationships with my patients, because CURES provides objective evidence about whether patients are taking their medications responsibly.”

- Scott M. Fishman, MD
Chief, Division of Pain Medicine
Director, Center for Advancing Pain Relief
University of California, Davis
Frequently Asked Questions

How can prescribers and pharmacists register for CURES 2.0?
Registration for licensed prescribers and pharmacists is an automated process and available online at https://cures.doj.ca.gov/registration/confirmEmailPnDRegistration.xhtml.

What do I do if the information in CURES is incorrect?
Confer with the original reporting pharmacy or dispenser as only that pharmacy or dispenser may submit prescription corrections to DOJ.

What Internet browsers can access CURES 2.0?
CURES 2.0 users must use Microsoft Internet Explorer version 11.0 or higher, Mozilla Firefox, Google Chrome, or Safari. Earlier versions of Internet Explorer are not supported by CURES 2.0 for security considerations.

If a current user is locked out of the system, how can he/she regain access?
The CURES 2.0 login page presents easy, intuitive online assistance for password reset, forgot UserID and forgot password. Users may also contact the CURES Help Desk at (916) 227-3843 or email cures@doj.ca.gov.

CURES 2.0 Mission Statement
The mission of California’s Controlled Substance Utilization Review and Evaluation System (CURES) is to facilitate safe prescribing and dispensing of controlled drugs to minimize prescription drug related deaths and injuries.

California Department of Justice
CURES 2.0
P.O. Box 160447
Sacramento, CA 95816
(916) 227-3843
https://oag.ca.gov/cures
Prescriber Training

- Quarterly training partnered with local hospitals
  - Benefits of CURES
  - Procedural knowledge
  - Self-regulation / reflection
  - Encourage use
  - CDC guidelines
Early Utilization Results of CURES Outreach and Training

- Increase in Ventura County approved users:

<table>
<thead>
<tr>
<th>Approved Users in Ventura County</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescriber</td>
<td>525</td>
<td>1948</td>
<td>2271</td>
<td>2455</td>
<td>2614</td>
</tr>
<tr>
<td>Dispenser</td>
<td>141</td>
<td>370</td>
<td>548</td>
<td>695</td>
<td>776</td>
</tr>
</tbody>
</table>
Early Utilization Results of CURES Outreach and Training

- Decrease in the number of prescriptions dispensed:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Rx</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>1,321,337</td>
</tr>
<tr>
<td>2014</td>
<td>1,319,377</td>
</tr>
<tr>
<td>2015</td>
<td>1,306,575</td>
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<tr>
<td>2016</td>
<td>1,285,554</td>
</tr>
<tr>
<td>2017</td>
<td>1,272,772</td>
</tr>
</tbody>
</table>
Early Utilization Results of CURES Outreach and Training

- Increase in Ventura County Patient Activity Reports:

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescriber</td>
<td>11,482</td>
<td>21,572</td>
<td>97,608</td>
<td>118,817</td>
<td>125,770</td>
</tr>
<tr>
<td>Dispenser</td>
<td>45,360</td>
<td>61,147</td>
<td>66,257</td>
<td>90,502</td>
<td>111,606</td>
</tr>
</tbody>
</table>
State Policy

- Continue partnership with CURES and DOJ to encourage:
  - Adoption of “Every patient, every time”
  - Approval for physicians to run reports on entire practice
  - Agreement to allow office staff to run and interpret reports
  - Workgroup ready to assist with training video
Conclusion

- Collaborative multiagency approach is most promising
- A need – legal and practical – for 100% physician utilization
- Increased utilization may contribute to lower overdose rates
- Balance patient needs with patient safety
Questions?

For more information go to
www.VenturaCountyResponds.org
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