



Fighting the Opioids Crisis

One Pill at a Time

Blue Cross Master Class Webinar Series
March 29, 2018



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What you'll learn from today's session

Topics

-  What opioids are and why they're a problem
-  What we're doing to improve the situation
-  The scope of the opioids crisis
-  What you can do to help your business and your employees

Today's speakers

Customer Engagement and Clinical Expertise from Blue Cross



**Michelle Fullerton, BA,
BSN,CCM,CCP**

Director,
Group Customer Advocate



Jody Gembarski, PharmD

Clinical Manager,
Pharmacy Services

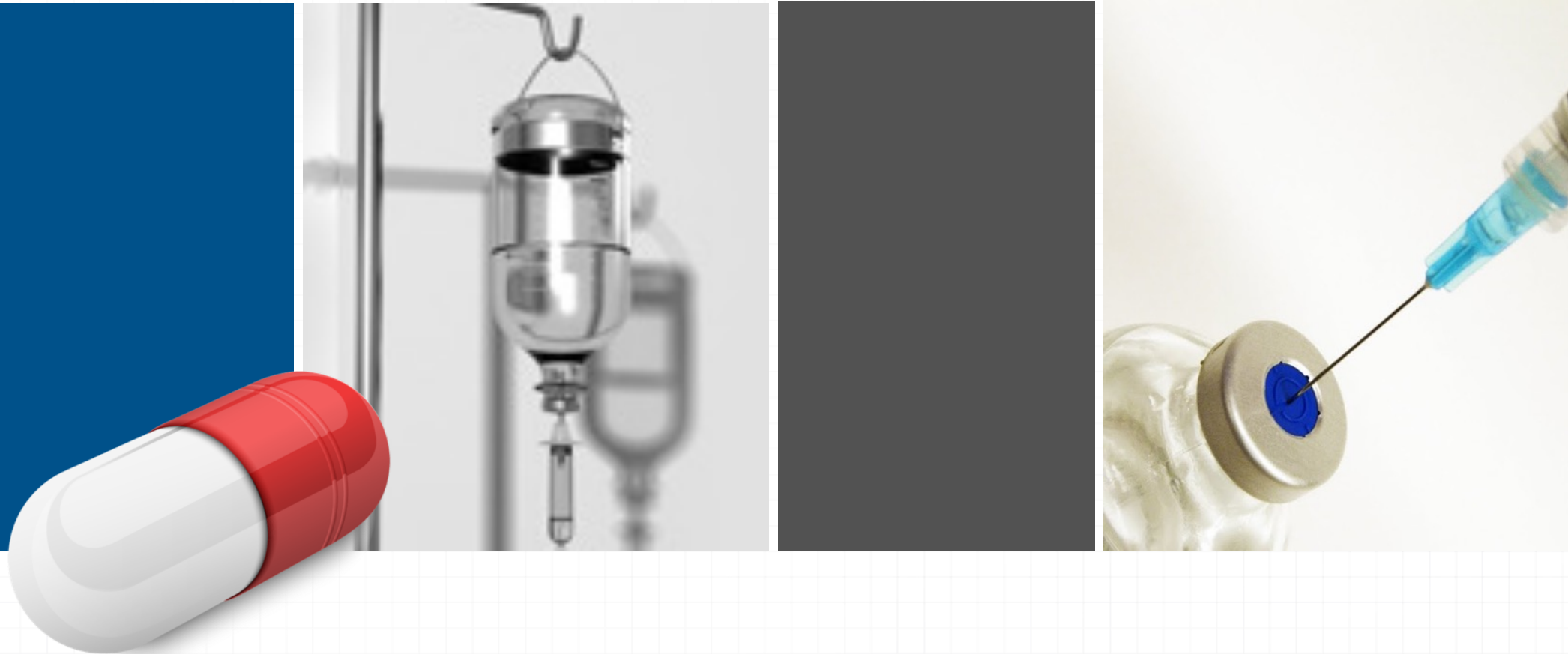


Duane DiFranco, MD

Senior Medical Director,
BCN Board-certified
Psychiatrist

One pill, one drip, one shot

That's all it takes to start an epidemic



Opioid Addiction in the US

A National Issue

600K

OVERDOSE DEATHS
FROM
2000 - 2016

4X

MORE OPIOIDS
PRESCRIBED
FROM 1999 - 2010

\$2.1M

MISUSED OPIOIDS FOR
FIRST TIME IN 2016

115/Day

DEATHS PER DAY

Source: CDC.gov.

Opioid Addiction in Michigan

3x

**MORE DEATHS
IN THE LAST
5 YEARS**

115

**PRESCRIPTIONS PER
100 PEOPLE
IN 2015**

\$840m

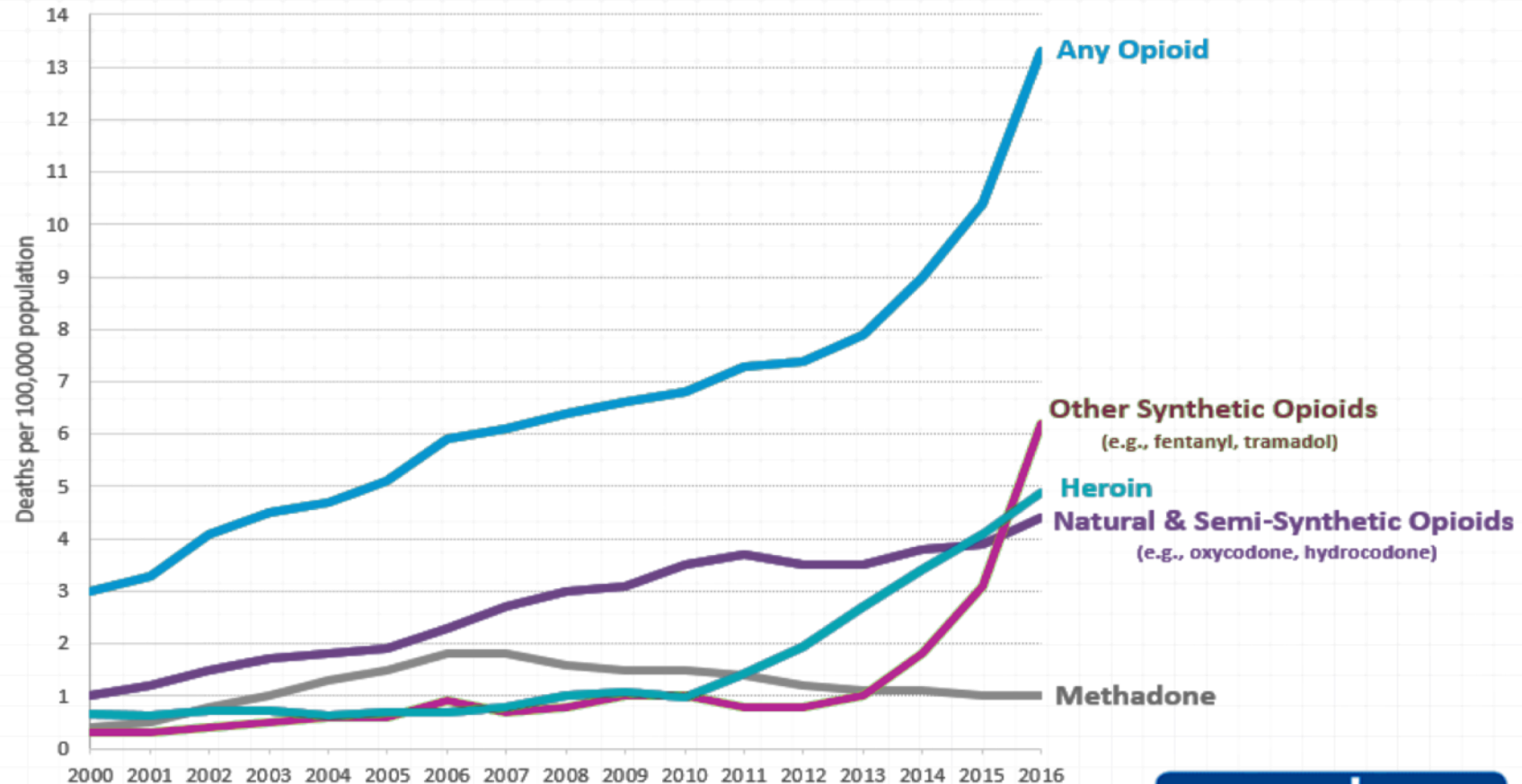
**ASSOCIATED
HEALTH CARE
COSTS IN MICHIGAN**



Opioid Addiction in the US

A National Issue

Overdose Deaths Involving Opioids, by Type of Opioid, United States, 2000-2016



SOURCE: CDC/NCHS, National Vital Statistics System, Mortality. CDC WONDER, Atlanta, GA: US Department of Health and Human Services, CDC; 2017.
<https://wonder.cdc.gov/>.

www.cdc.gov
Your Source for Credible Health Information

What are opioids?

- Prescription painkillers that treat moderate to severe pain for
 - Surgery
 - Traumatic injuries
 - Chronic pain
 - Dental procedures
- Heroin
 - Addiction to prescription opioids can lead to heroin use
- Most common drugs involved in prescription opioid overdose deaths:
 - Fentanyl
 - Oxycodone, such as Oxycontin®
 - Hydrocodone, such as Vicodin



How did we get here?

The history of prescribing opioids

90's

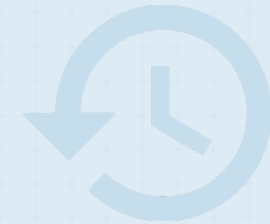
IN THE 90'S

- Opioids that were originally only for oncology pain were marketed to treat general pain
- Pain became the 5th vital sign
- Hospitals put a great emphasis on pain management
- Lack of treatment guidelines for pain

2018

TODAY

- Opioids are widely prescribed to treat general pain
- Patients expect to be pain-free at all times
- U.S. is 5% of the world's population, but we consume 80% of the world's opioids



What leads to addiction?

3 Main Reasons

01

People have pain

Prescription medications can help relieve painful conditions

02

Too much availability

Historically, more medication has been prescribed than what's really needed

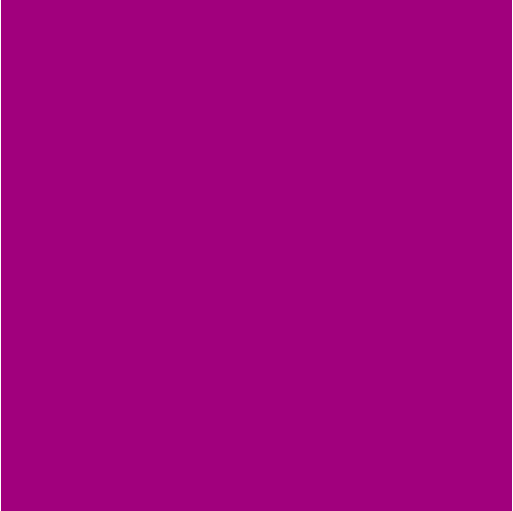
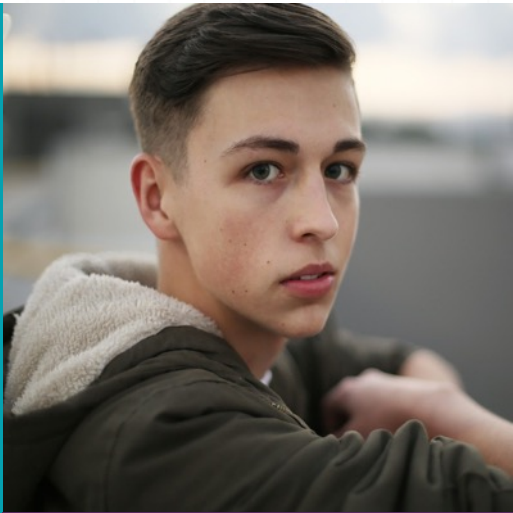
03

The drugs are addictive

These drugs make people feel better and are highly addictive

The Faces of Addiction

It can affect anyone



Case Study

45-yr-old male addicted to fentanyl

- ✗ Office worker with 2 kids has chronic back pain
- ✗ Started on Oxycontin 3 years ago
- ✗ Moved on to fentanyl when he developed a tolerance to Oxycontin
- ✗ Takes Vicodin as needed with fentanyl patch
- ✗ He starts increasing his use
- ✗ Now his addiction leads to doctor shopping and visiting multiple pharmacies
- ✗ This consumes his time he's not showing up for work regularly, and when he's there he doesn't perform well
- ✗ He eventually loses his job and can't afford the prescriptions
- ✗ Moves on to heroin because it's more affordable and available



What are the impacts?

For your business and your employees



The costs for prescriptions and resulting care are high



Addicted employees often miss work or are unproductive when they show up



These addictions decrease quality of life and can lead to overdose and death

What can we do?

We all have a role

- ☒ Health plans
- ☒ Policy-makers
- ☒ Providers
- ☒ Employers
- ☒ Members



What Blue Cross is doing

A comprehensive approach to prevent addiction and ensure effective treatment



PHARMACY
PROGRAMS



PROVIDER
ENGAGEMENT



CLINICAL
CARE



COMMUNITY
PARTNERSHIPS



PUBLIC
POLICY



FRAUD &
ABUSE

Pharmacy Programs

To align opioid management and reduce overuse

UTILIZATION MANAGEMENT

- **Prior authorization on highly abused opioids**
- **Quantity limits to ensure safe dosing**
- **Day supply limits**
 - 5-day first start
 - 30-day maximum per fill

PROGRAMS AND INITIATIVES

Triple Threat Initiative

- Alerts providers of a dangerous combination of drugs

Doctor Shopper

- Alerts doctors of their patients' patterns and encourages use of state's Prescription Drug Monitoring Program (MAPS in Michigan)

Controlled Substance Workgroup

- Identify and take action on members with opioid misuse; coordinate care for treatment of opioid use disorder

RESULTS

- **24% decrease** in opioids prescriptions
- **42% reduction** in fentanyl use
- **56% decrease** in long-acting oxycodone and oxymorphone use
- Triple Threat: **76% drop** in use of this combination
- Doctor Shopper: **250K fewer tablets dispensed in 2016**

Pharmacy Programs

What's coming

- Implement morphine-equivalent dose limits – 2018
- Expand controlled substance workgroup to PPO – 2018
- Update benefits for personalized care protocol – 2019



Provider Engagement

To prevent abuse/addiction, identify patients, effectively treat

PROVIDER TOOLS	MQIC	MICHIGAN OPEN	REPORTING
<ul style="list-style-type: none">Michigan Automated Prescription System (MAPS)<ul style="list-style-type: none">Encouraged in PCMH officesE-Prescribing<ul style="list-style-type: none">Encouraged for controlled substancesAdoption increased from 6.5% to 31.7% in under 2 yearsProvider ToolkitEducation for chronic pain treatment	<ul style="list-style-type: none">Cost & Quality InitiativeGuidelines for PCPs on opioid prescriptions	<ul style="list-style-type: none">Working to reduce opioid prescribing following certain surgerieshttps://opioidprescribing.info/	<ul style="list-style-type: none">Provider Organization reporting to address Triple Threat and Doctor ShoppingIncreased performance reporting with new HEDIS measures on opioid prescribing and treatment

Provider Engagement

What's coming

- Expand the incentives for the HMO provider recognition program
- Consider requiring MAPS query for chronic opiate users in order to fill prescriptions
- Collaborate with provider leadership and professional societies to support continuing medical education
- Expand awareness with regular updates on opioids in Blue Cross provider publications



Clinical Care

To maximize access to highest quality, evidence-based treatment

OVERDOSE PILOT FOR PPO

- Opioid and heroin overdose pilot for PPO members
- PCPs notified of opiate overdose
- Member entered into case management

TELEHEALTH CONSULTATIONS

- Expanded access for tele-psychiatric consultations

Clinical Care

What's coming



01 •

Explore the value of predictive analytics

02 •

Enhance the clinical care package

- ER overdose response
- Prescriber notification after overdose
- Medically Assisted Therapy (MAT)
- Provider and member education & incentives

03 •

Launch the CLIMB opioid use disorder treatment pilot

- New utilization management criteria from the American Society of Addiction Medication
- In-home treatment capacity
- Mobile app technology
- Care collaboration with primary care
- Sober coaching
- In-office lab testing

Community Partnerships

To provide support with meaningful impact

FUNDING

- \$570K+ awarded through the Taking Action on Opioid and Prescription Drug Abuse

MEDICATION DISPOSAL

- Partnership with the Blue Cross Association and Walgreens for safe medication disposal kiosks
- M-OPEN hosting bi-annual take back events. For more info visit michigan-open.org/
- Visit DEA.gov to find a list of controlled substance public disposal locations in your community

PREVENTION FOR CHILDREN

- Partnership with M-OPEN
- Focus on prevention of opioid dependence and addiction in children

COMMUNITY EDUCATION

- Evidence-based toolkit for community education
- Community advisory councils, local chambers & associations, Let's Talk Health programs, others

Community Partnerships

What's coming

- Michigan Health and Hospital Association
- Michigan State Medical Society
- Michigan Osteopathic Association
- Michigan Dental Association
- Families Against Narcotics



Public Policy Advocacy

Ongoing efforts to collaborate and change public policy

IN MICHIGAN

- Governor's Prescription Drug and Opioid Abuse Task Force
- Michigan Prescription Drug and Opioid Abuse Commission
- Passage of 10-bill state package:
 - 7-day initial supply limit
 - Requires use of MAPS and patient relationship

NATIONAL EFFORTS

- BCBSA Mental Health and Substance Use Disorder Workgroup
- AHIP Opioid Addiction Prevention and Treatment Work Group

Fraud and Abuse

Ongoing efforts to detect and investigate potential issues

PHANTOM PHARMACY INITIATIVE

Corporate credentialing to evaluate:

- New pharmacies wanting to join our network
- Current network pharmacies change ownership
- **Result: 69 pharmacies removed since 2014**

CONTROLLED SUBSTANCE WORKGROUP

Investigates potential cases of fraud that are revealed through claims

DATA MINING – COMING SOON

Use the fraud framework to identify members, pharmacies and providers violating the CMS mandated morphine equivalent standards

Engagement with Dental Providers

To educate and prevent opioid abuse and addiction

CURRENT EDUCATION

- Awareness information included with reimbursement checks

MOVING FORWARD

- Provide educational materials on dental blog website
- Engage with new administrative partner, DentaQuest, to explore opportunities to address the crisis
- Explore ability to get prescription data for dental providers; use data for education and incentives
- Partner with the Michigan Dental Association to engage dentists

National Efforts

Through the Blue Cross Blue Shield Association

PROMOTING EDUCATION AND UNDERSTANDING

- Media education
- Public policy
- Safe drug disposal
- Increasing public awareness

FOSTERING RESEARCH

- Brain Research Foundation Partnership
- BCBS The Health of America Report
- BCBS Research Alliance

ENSURING PATIENT-FOCUSED CARE

- BCBS Mental Health and Substance Use Disorder Workgroup
- BCBS Systemwide Best Practices for Opioid Use Disorder Treatment

What you can do

- Understand the conditions and diseases that can lead to opioid overuse
 - Choose benefit structures that provide the right treatment without encouraging overuse or waste of addictive medications
 - Offer employee assistance services for mental or behavioral health issues your employees may be facing
- Educate yourself, your teams, and your employees on the dangers of opioids and the safest treatments
 - Educate your employees on how to dispose of opioids
 - Bring awareness about Drug Take Back Day or host a drug take back event

For more information:

1

Visit bcbsmmasterclass.com – webinar recording, CE credit instructions and information for next month's class

2

Sign up for MIBluesPerspectives.com to get updates from Blue Cross for your business





Thank You.



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