



# Aetna's Initiative on the Opioid Epidemic

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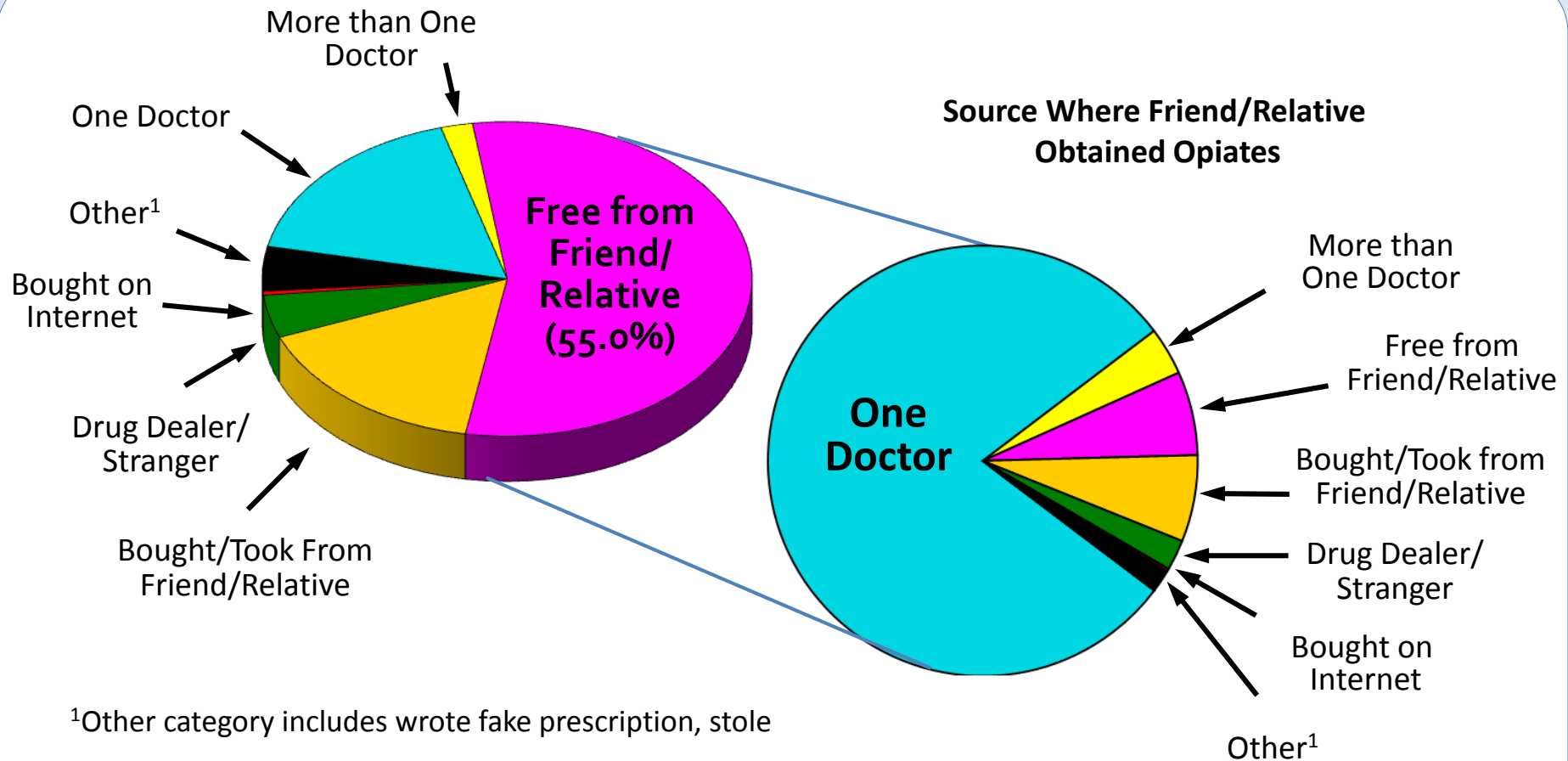
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# SOURCE OF THE DRUG

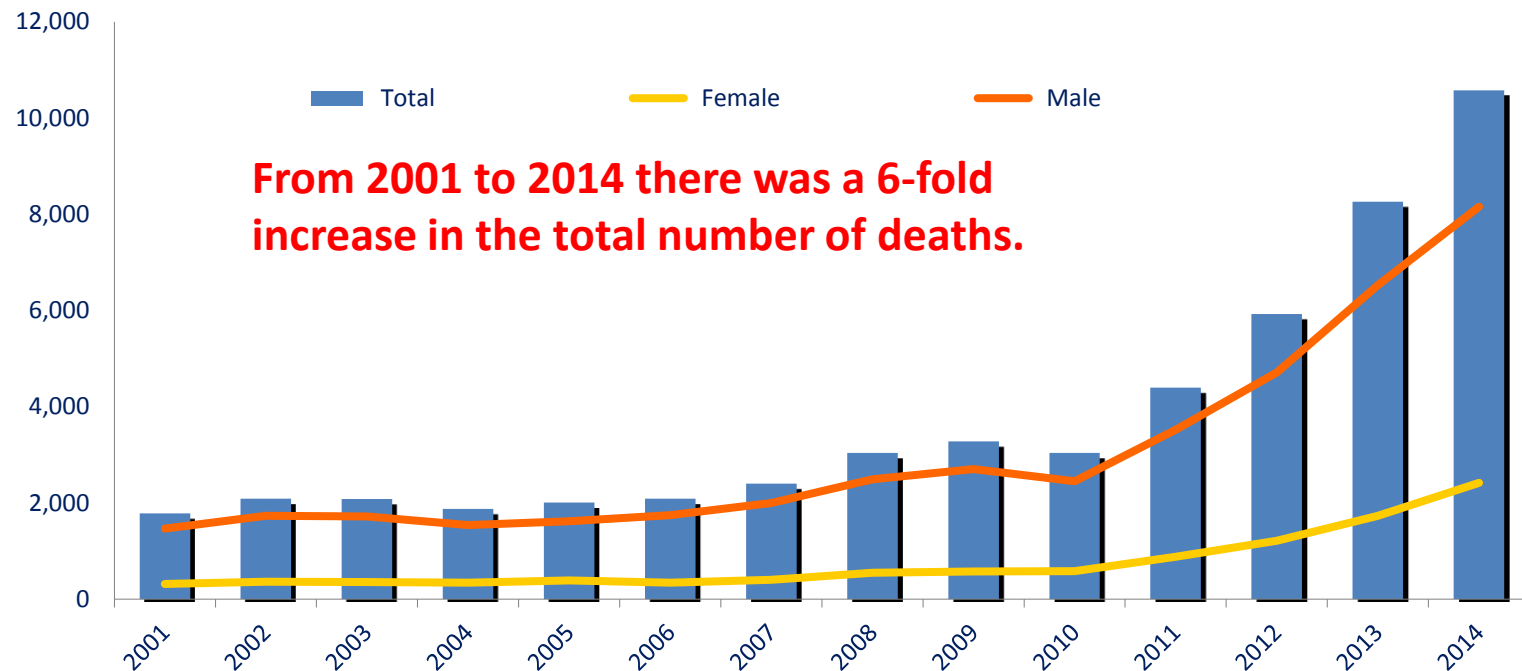


## AATOD DATA ON THE OPIOID EPIDEMIC (2015)

- 80,000 admissions to Opioid Treatment Programs since 2005
- 80% Caucasian (vs. older research before 1990 of high minority percentages)
- 80% of heroin addicts started with prescription opiates (SAMHSA 2012).

# NATIONAL OVERDOSE DEATHS

## Heroin Overdose Deaths



Source: CDC Wonder

National Institute on Drug Abuse, December, 2015.

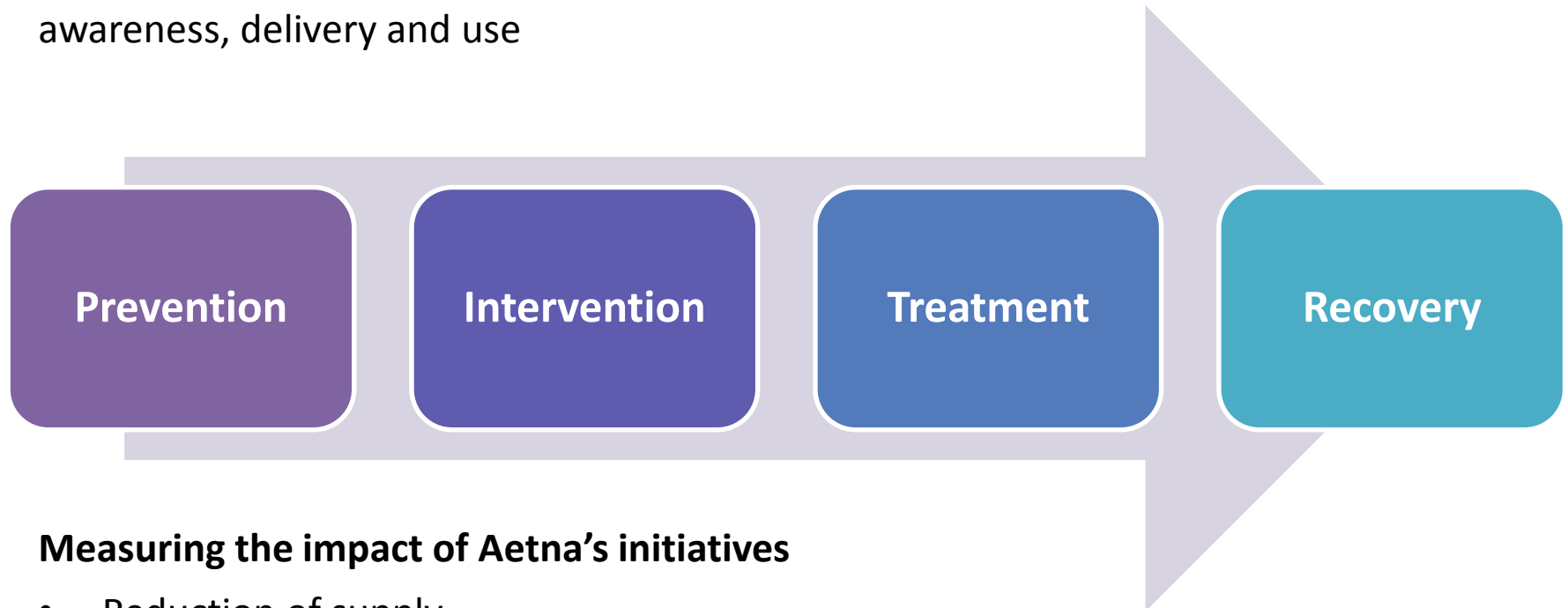
<http://www.drugabuse.gov/related-topics/trends-statistics/overdose-death-rates>

# AETNA'S DATA ON THE OPIOID EPIDEMIC

- 1/3 of chronic pain patients show “problematic use” (rapid escalation, or > 5 prescribers)
- 5 X risk of overdose with > 100 mg morphine equivalent dose (MED) compared to < less than 50 mg MED
- Concurrent prescribing of opioids and buprenorphine suggests misuse: ~ 2000 cases identified annually: 80% success in reducing concurrent prescription
- Provider underutilization of medication assisted treatment\* for substance use disorder – only 9% of discharges from residential treatment centers (\*naltrexone, Vivitrol, Suboxone, methadone)

# AETNA: RESPONDING TO THE NATIONAL CRISIS

**Goal:** Build on current initiatives to impact every phase of awareness, delivery and use



## Measuring the impact of Aetna's initiatives

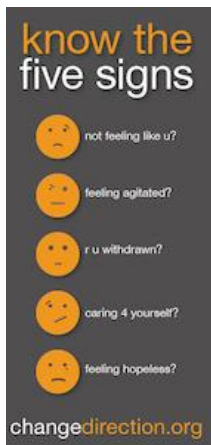
- Reduction of supply
- Increase in appropriate use
- Reduced rate of opioid overdose, opioid-related ER visits and deaths
- Increase in adoption of medication assisted treatment
- New ways to support of recovery

## PREVENTION: EDUCATION AND AWARENESS

- Develop specific module on substance and alcohol disorder in **Campaign to Change Direction** and **MHFA**
- Increase plan sponsor awareness
- Aetna Behavioral Health University Courses
- Extend RFL (EAP) Screening and Brief Intervention and Referral to Treatment (SBIRT) program to include problematic opiate use

# INCREASING MENTAL HEALTH AWARENESS & REDUCING STIGMA: AETNA PARTNERSHIPS

*“...The sense of stigma is most likely to diminish as a result of public education and broader acceptance of addiction as a treatable disease.” —Institute of Medicine*



## Campaign to Change Direction

- Founding member
- Encourages people to learn of 5 signs of emotional suffering and reach out with support
- Endorsed by the White House
- Aetna has shared 5 signs with 15 M people since 2015



**President Barack Obama & First Lady Michelle Obama show support of the Campaign to Change Direction in 2015**



## Mental Health First Aid

- Evidence-based, 8-hour education program
- Teaches people how to identify and respond to mental health and substance use disorder issues
- Exclusive distribution by Aetna



# Campaign to Change Direction

Browser tabs: <http://www.changedirection.org/wp-content/uploads>, Welcome | AetNet Community, Aetna Total Clinical View (ATV), [changedirection.org](http://www.changedirection.org), Excel Web Access - /sites/BHS...

Browser address bar: <http://www.changedirection.org/wp-content/uploads>






Taskbar: ATV, UM T..., MD P..., BH N..., Plan..., Medi..., Google, FREE..., Manh..., Clin...

## Five Signs of Suffering

Nearly one in every five people, or 42.5 million American adults, has a diagnosable mental health condition.<sup>1</sup> Half of all lifetime cases of mental disorders begin by age 14.<sup>2</sup>

Often our friends, neighbors, co-workers, and even family members are suffering emotionally and don't recognize the symptoms or won't ask for help.

Here are five signs that may mean someone is in emotional pain and might need help:

-  **Their personality changes.**  
You may notice sudden or gradual changes in the way that someone typically behaves. He or she may behave in ways that don't seem to fit the person's values, or the person may just seem different.
-  **They seem uncharacteristically angry, anxious, agitated, or moody.**  
You may notice the person has more frequent problems controlling his or her temper and seems irritable or unable to calm down. People in more extreme situations of this kind may be unable to sleep or may explode in anger at a minor problem.
-  **They withdraw or isolate themselves from other people.**  
Someone who used to be socially engaged may pull away from family and friends and stop taking part in activities he or she used to enjoy. In more severe cases the person may start failing to make it to work or school. Not to be confused with the behavior of someone who is more introverted, this sign is marked by a change in someone's typical sociability, as when someone pulls away from the social support he or she typically has.
-  **They stop taking care of themselves and may engage in risky behavior.**  
You may notice a change in the person's level of personal care or an act of poor judgment on his or her part. For instance, someone may let his or her personal hygiene deteriorate, or the person may start abusing alcohol or illicit substances or engaging in other self-destructive behavior that may alienate loved ones.
-  **They seem overcome with hopelessness and overwhelmed by their circumstances.**  
Have you noticed someone who used to be optimistic and now can't find anything to be hopeful about? That person may be suffering from extreme or prolonged grief, or feelings of worthlessness or guilt. People in this situation may say that the world would be better off without them, suggesting suicidal thinking.

Taskbar: http..., Aet..., Psy..., BH..., Inb..., Cal..., Sky..., Aet..., Opi..., 4:10 PM

# Mental Health First Aid

The screenshot shows the homepage of the Mental Health First Aid website. The browser's address bar displays the URL <http://www.mentalhealthfirstaid.org/cs/>. The website features a blue and white color scheme with a USA flag logo on the left. The main navigation bar includes links for [BE 1 IN A MILLION](#), [TAKE A COURSE](#), [BE AN INSTRUCTOR](#), [ABOUT](#), [NEWS](#), and [PARTNERS](#). A prominent banner on the right features a photo of First Lady Michelle Obama with the text "First Lady Michelle Obama is 1 in a Million. Are you?" and a "FIND A COURSE" button. Below the banner, there are three columns: "WHY IT MATTERS" (explaining the importance of mental health first aid), "TAKE A COURSE" (encouraging users to get trained), and "TEACH A COURSE" (encouraging users to become instructors). On the right side, there are three large buttons: "FIND A COURSE", "FIND INSTRUCTOR TRAINING", and "DONATE NOW". The website is viewed in a browser window with multiple tabs open, and the Windows taskbar is visible at the bottom.

USA

Be 1 in a million

MENTAL HEALTH FIRST AID

"It really gives you the skills you need to identify - and ultimately help - someone in need."

BE 1 IN A MILLION TAKE A COURSE BE AN INSTRUCTOR ABOUT NEWS PARTNERS

First Lady Michelle Obama is 1 in a Million. Are you?

FIND A COURSE

WHY IT MATTERS

Because sometimes **PEOPLE DON'T KNOW HOW TO ASK FOR HELP.**

Because **THERE IS A SUICIDE EVERY 12.8 MINUTES.**

Because we can all be **MORE AWARE AND MORE INFORMED.**

TAKE A COURSE

Help make Mental Health First Aid as common as CPR.

**GET TRAINED.**

Find a course near you.

TEACH A COURSE

Mental Health First Aid **INSTRUCTORS** are the backbone of the movement.

Spread the movement in your community.

Become an instructor.

Sign up for a Mental Health First Aid class near you

**FIND A COURSE**

**FIND INSTRUCTOR TRAINING**

**DONATE NOW**

## INTERVENTION:

### PROMOTE APPROPRIATE USE & REDUCE SUPPLY

- Multiple prescriptions, prescribers, or pharmacies
- Split fill without additional co-pay
- Drug take-back programs
- Monitoring for MED >100mg per day *and* concurrent benzodiazepines (Valium, Xanax, Ativan, Klonopin)
- Quantity limits, precertification requirements for refills
- 7 Day limit for dental prescriptions; pre-cert for refills
- Fraud detection & prevention through SIU

## INTERVENTION:

### PREVENTING OVERDOSES & DEATH WITH NARCAN

- Making Narcan kits available to providers and members
- Integrate Narcan prescription in discharge planning (UM)
- Overdose risk screening (CM)
- ABH and Aetna: Narcan kits for law enforcement (PA) – 1,000 uses in one year.

## TREATMENT

- Value based contracting: NIDA 13 Principles of Effective Treatment (2009)
- CARF and Joint Commission Accreditation?
- Alcohol and substance disorder management tool kits for ACO's
- Reduce pharmacy benefit barriers for medication assisted treatment
- Develop substance use disorders Institutes of Quality

## SUPPORTING RECOVERY

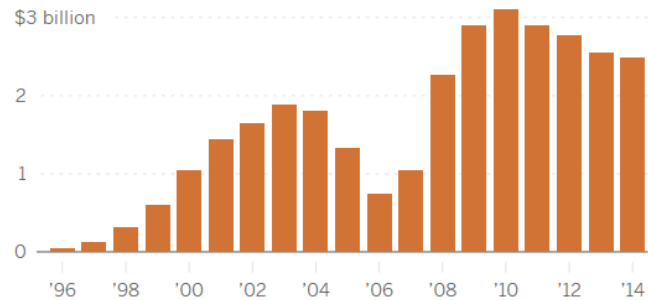
- **BH Condition Management**
- **AbilTo** – substance abuse coaching: 8 weeks
- **myStrength** – online CBT intervention for SUD
- **Catasys** – 52 weeks of coaching with medication assisted treatment integrated with psychosocial intervention
- **MAP** – Curated, peer-based technology platform to provide recovery support

## Case Study: OxyContin and Purdue Pharmaceuticals

- Los Angeles Times Part 1 (May, 2016):
- OxyContin (**OXY**codone **CONTIN**uous release)  
– a 12 hour opiate? Marketed in 1996 by Purdue.
- Developed to protect MS Contin from generics.
- Purdue aware of shorter effective duration, but recommended higher doses to protect its high price.

OxyContin accounted for a third of all sales revenue from painkillers that year, according to industry data.

### OxyContin Sales, 1996-2014



Source: IMS National Sales Perspectives

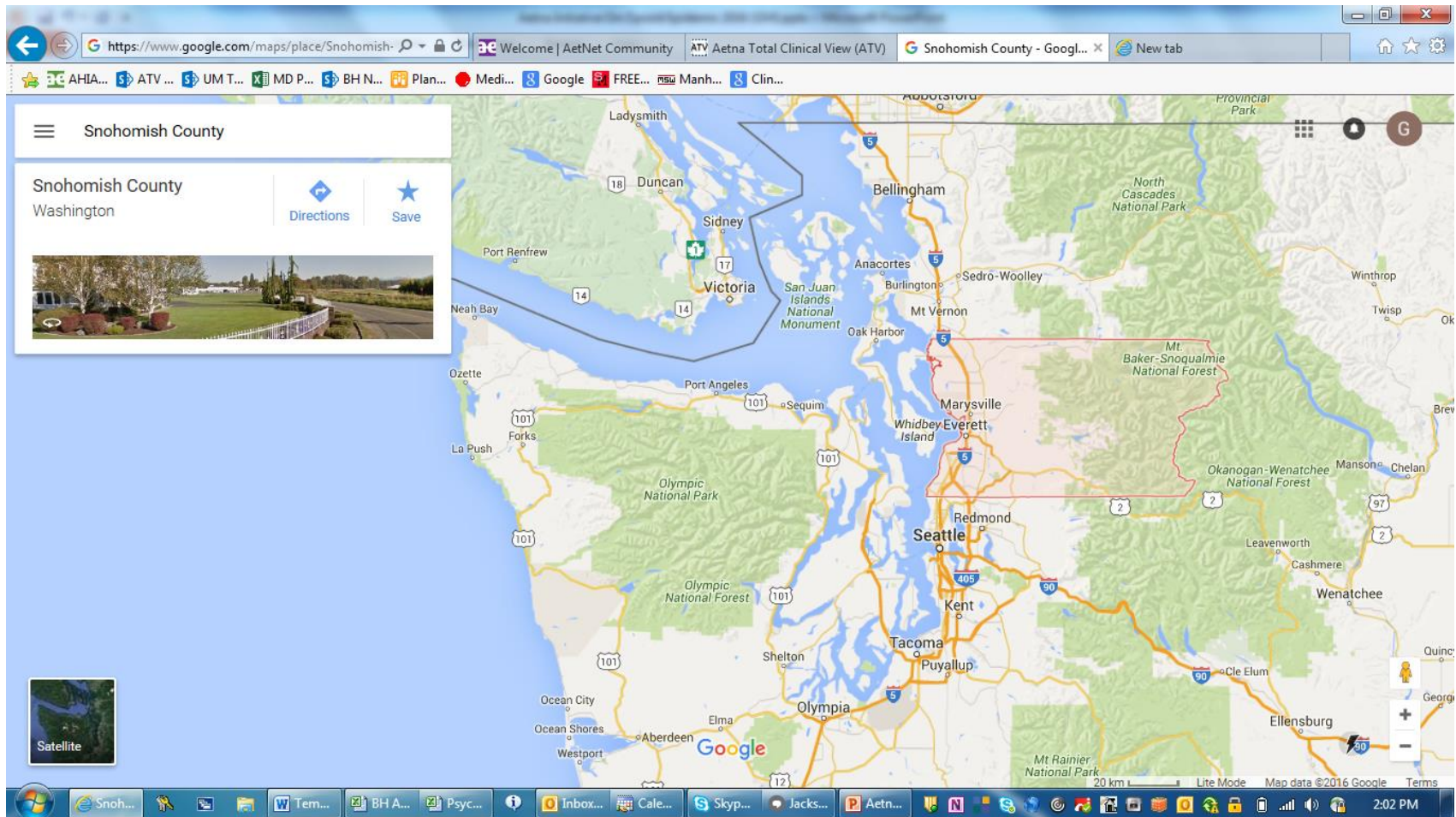
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## LA TIMES: Part II (July10, 2016) The Pill Mill



# Snohomish County, Washington

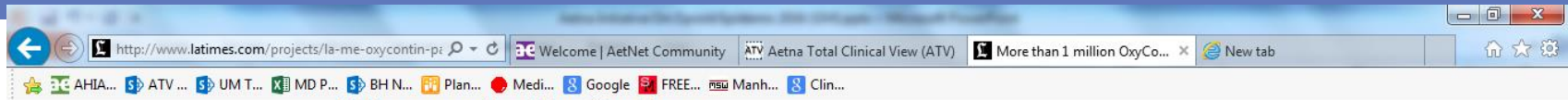


- Los Angeles Times Part 2 (July, 2016):
- “In the waning days of summer in 2008, a convicted felon and his business partner leased office space on a seedy block near MacArthur Park. They set up a waiting room, hired an elderly physician and gave the place a name that sounded like an ordinary clinic: Lake Medical.”

# Dr. Eleanor Santiago

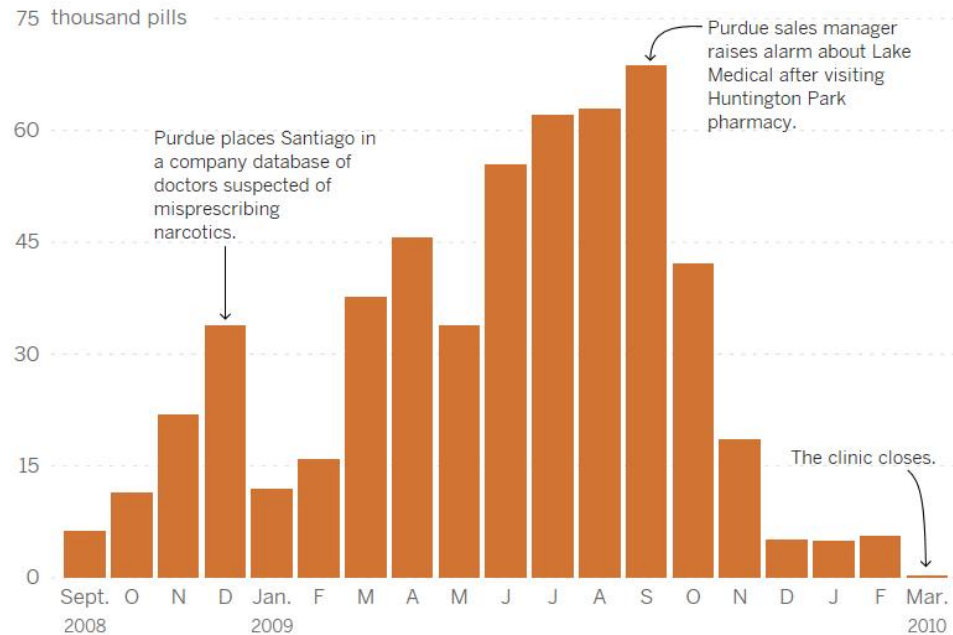


# Dr. Santiago's Work Ethic



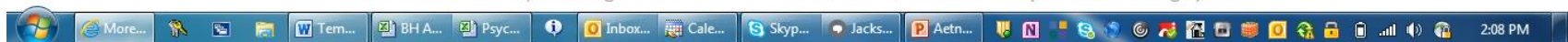
## Pills prescribed by Santiago

At the Lake Medical clinic, Dr. Eleanor Santiago prescribed jaw-dropping quantities of 80 mg. OxyContin, the strength favored by addicts.



Source: California state prescribing records

Raoul Rañoa, Armand Emamdjomeh / @latimesgraphics





## Jevon Lawson (Everett, WA)



## Recommendations for Counties

- 1) Require close opiate controls in your own employee pharmacy plans.
- 2) Support investigative and licensing resources, and require results.
- 3) Support methadone clinics and other treatment services.