

## Colorado Consortium for Prescription Drug Abuse Prevention

### Prescriber & Provider Work Group Meeting Minutes

January 18, 2024 via Zoom

#### **Present:**

Josh Blum, MD, Kaylie Klie, MD, Co-chairs  
Christine Neeb, MD, CU Anschutz  
Liz Grace CPEP  
Lyndall Young, Western Colorado AHEC  
Jackie O'Hara, Jet Marketing  
Rachel Linger, Rocky Vista University  
Jazmyn Gray, Cross Purpose  
Sharon Langendoerfer, MD  
Prescillia Wells, Hard Beauty  
Serenity Recovery Connection: Rosita Carmargo-Gilliam, Erica Krone  
Consortium: Jessica Eaddy, Jen Place, Shayna Micucci, Lindsey Simbeye, Eric Barker, Rosemarie MacDowell

**Absent:** See attached list.

Co-chair, Josh Blum, called the meeting to order at 12:05 p.m.

#### **Approval of Minutes**

A motion was made to approve the November 2023 work group meeting minutes. Motion approved.

#### **Jet Marketing Update (Jackie O'Hara):**

Jackie provided the following fourth quarter update:

- Paid advertising (Google pay per click) over the past 18 months.
- Approximately three million impressions specifically targeted providers regarding CME course on the website; 24,500 clicks were obtained from the impressions.
- Over the seven quarters Jet Marketing has worked with the Consortium, there have been 103,000 clicks.
- Jet began with 1,639 providers and by the end of 2023, there were 3,800 providers listed.
- On December 7<sup>th</sup>, a benzodiazepine-specific email blast was sent and resulted with an "open" rate of 55%, 5% more than the Consortium average and 30% more than the industry average.
- In November of 2022, there were 86 course registrations; in November of 2023 there were 192. Fifteen percent were for benzodiazepine-specific courses.
- In December of 2022, there were 109 registrations; in December of 2023, there were 213. Thirty percent of the registrations were for benzodiazepine-specific courses (the increase was likely due to an email blast).
- Of the 192 registrations, 15 percent were for the benzodiazepine-specific courses (pre-email blast).
- The entire state was targeted, even though the original focus was on rural areas. Twenty-nine percent of responses were from El Paso County; 23% were from Denver County.

- Jet will be sponsoring digital advertising through Colorado Family Physicians and the Colorado Medical Society.

### Comments/questions:

Joshua Blum asked what the percentage of responses was urban vs. rural. Jackie said she would provide that information. Josh said that funders are interested in reaching rural communities.

### **Member Updates:**

Rosita Carmargo-Gilliam, Healthcare Program Manager for Serenity Recovery Connection. Rosita provided a brief summary of SRC, Colorado Springs. SRC offers peer and group support, community reinforcement and family engagement training. SRC is currently planning a recovery celebration for first responders and healthcare professionals in recovery. Other programs include project rebirth, which is a program specifically for first responders, veterans, and military personnel coping with substance use disorder. For additional information about SRC services: <https://srchope.org/>

Lyndall Young suggested that Rosita might be interested in attending Gunnison County work group meetings. She asked Rosita to contact her: [young@wcahec.org](mailto:young@wcahec.org)

Jen Place mentioned services offered by Hard Beauty: <https://hardbeauty.life/>

Shayna Micucci said there was interest expressed during a recent PDMP Work Group meeting for veterinarian lunch and learn educational sessions (one specific to xylazine). Diane Matt, with the Colorado Veterinary Association, is a member of the work group. The Benzodiazepine Action Work Group has developed training related to recovering from benzodiazepine use, which is geared toward peers and caregivers. Courses are also planned for other states.

For more information: [Shayna.micucci@cuanschultz.edu](mailto:Shayna.micucci@cuanschultz.edu)  
<https://corxconsortium.org/projects/benzo-peer-support/>  
<https://choicesrecoverytrainings.com/product/recovering-from-benzodiazepine-use-for-peer-specialists-jan-2024/>

For information about new Consortium provider educational opportunities:  
<https://corxconsortium.org/work-groups/provider-education/>

Liz Grace, CPEP, said she would be willing to reach out to veterinary schools.

Rachel Linger, Rocky Vista University. Rachel developed an elective course for osteopathic medical students at Rocky Vista University to examine the intersection between management of chronic pain and prevention and treatment of substance use disorders. The course focuses on a patient perspective by exposing students to patients' experiences when they receive a chronic pain diagnosis and how that can lead to opioid prescribing and the potential for developing an opioid use disorder. Raquell Garcia, with the Hard Beauty Foundation, will be providing a presentation during one of the courses.

Jen Place updated work group members on the medication-assisted treatment expansion program efforts in rural counties. Four grantee agencies are serving 21 counties. The program

is collaborating with the University of Colorado School of Nursing. Clinicians from the school engage in grantee training. Jen said they will be looking into CME training for grantees.

Josh Blum. The work group will be collaborating again with the Colorado Pain Society for another conference to be held in October. The work group may also partner with COSAM for a 2024 conference.

Work group members discussed the benefits of having peer support professionals educate clinicians regarding their roles in assisting patients with substance use disorders. Denver Health is developing a support structure for their peers. Bob Schulz, with Denver Health, has updated Recovery Work Group members regarding this program.

### **2024 Grants: CDPHE OD2A and DDPHE OD2A:**

Jessica Eaddy updated meeting participants regarding grants from CDPHE and DDPHE. The CDPHE Data to Action Grant will be supporting provider education and training as well as linkages to care. In addition, funds will support collaboration with the Colorado Hospital Association and The Steadman Group to build capacity for screening, diagnoses, and referrals to recovery resources for patients experiencing substance use disorders.

Collaboration with DDPHE will include the development of training for a broad category of clinicians and support staff in the Denver area and will focus on best practices and addressing additional needs required by the Black/African and Indigenous/Native American populations. CDC funding requirements will determine programs offered through the grant.

### **Adjournment and Next Meeting:**

The meeting was adjourned at 12:59 p.m. The next work group meeting will be held on Thursday, March 21, 2024 from noon to 1 p.m. via Zoom.

Attachment: Work group roster