Colorado Consortium for Prescription Drug Abuse Prevention

Prescriber & Provider Work Group Meeting Minutes

July 20, 2023 via Zoom

**Present:**
Josh Blum, MD, Kaylie Klie, MD, Co-chairs
Lis Collins, Mountain Psychiatry
Elizabeth Pike, Colorado Health Network
Jackie O’Hara, Jet Marketing
Peter Rumbach, CU Evaluation Center
Shad Sutton, Sutton Healing Arts Center
Aminta Bhutani, DEA
Cecilia Comerford, Boulder County Medical Society
Susan Somerset, DMD, CU School of Dental Medicine
Colorado Medical Society: Gene Richer, Kim Vadas
 Consortium: Gina Olberding, Jessica Eaddy, Shayna Micucci, Lindsey Simbeye, Kristin Carpenter, 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 May 2023 work group meeting minutes. Motion approved.

**Work Group Co-chair Update:**

Josh Blum expressed his appreciation for the work being done by Jessica and the Colorado Pain Society in planning the agenda for the Colorado Pain Society Annual Conference in October. The Provider Education Work Group will be offering a one-day CME session during the conference. The conference will be held in Vail, Colorado.

**Agenda Overview (Jessica Eaddy):**

Guests from partner organizations involved in work similar to the Consortium’s work group were invited to attend the meeting and speak about their work and possibilities for future collaboration. The agenda also included a discussion of the Provider Education Work Group educational sessions offered to providers. Jessica is currently working on an updated list of sessions. The Consortium hired Jet Marketing over a year ago to promote the educational offerings.

Guests included representatives from the Colorado Medical Society, Jet Marketing, and the CU Evaluation Center.

**Colorado Medical Society (Gene Richer):**

Gene provided a history of CMS’s partnership with the Consortium. The partnership began with a committee formed by former Governor Hickenlooper to address the opioid crisis. Gene will be
retiring at the end of July. Kim Vadas will be assuming her position. When the educational sessions first began, many of the physician presenters travelled throughout the state to reach providers in rural areas. Online sessions increased dramatically when the COVID epidemic began and have further increased in number since then. Providers are able to log in online to access courses at their own pace and complete CME certificates. All online modules are free, as they are paid for by grants awarded to the Consortium. The Consortium currently has 30 on-demand courses available on their website for CME credit.

Jet Marketing (Jackie O’Hara):

Jet Marketing focuses on rural health, including rural hospitals. They are based in Fort Collins. The company has developed a multi-media education module campaign that includes statewide direct mail. They utilize Google pay per click, which drives traffic to a unique landing page. They build a mailing list from the responses received. Marketing also includes print ads in Colorado Family Physician and the Colorado Medical Society publications.

Lis Collins suggested the Carlat Report might be a venue for promoting educational CMEs, indicating that she has taken their education classes and considers them to be a highly respected source. Josh said he subscribes to the Carlat addiction and psychiatry reports and will contact them. https://www.thecarlatreport.com/cme

Jackie said that, while Colorado has been the marketing focus, providers from Kansas have also registered for CME education seminars because the Kansas Medical Society ceased offering CME credits to providers and the State of Kansas has mandated opioid education.

The highest module registration months were March and April 2023. Registrations began to taper in May and June, but were still higher than in the month of February. (Peter Rumbach said he believed license renewals were likely due in May, which may have accounted for the increases.)

The first jointly provided CME activity began on April 11, 2018. Twenty-two sessions were held during that year and included 293 physicians and 562 other learners.

The work group discussed other marketing opportunities. Shayna Micucci offered to poll others for suggestions, particularly regarding those providers working in correctional settings who participate in medication assisted treatment. She also suggested nursing associations. Kaylin offered to contact Dr. Jessica Krueger for suggestions.

Kim Vadas said she could add courses at no charge into CME Passport through the ACCME for nationwide searches.

Benzodiazepine Action Work Group (Shayna Micucci, Program Manager):

Shayna spoke about the provider education modules developed last year and the CME benzodiazepine-specific modules developed in collaboration with the Rocky Mountain Public Health Training Center. The BAWG has done a considerable amount of research related to benzodiazepines and recently published a paper on benzodiazepine-induced neurological disorder (BIND). They have also launched peer support professional training programs.
CU Evaluation Center (Peter Rumbach):

The Evaluation Center established a partnership with the Consortium to evaluate provider education modules. They have focused on modules that contribute to a better understanding of changes in opioid prescribing practices and alternative pain management.

The Center is in the process of collecting and analyzing data from core modules to determine overall effectiveness, adoption, maintenance, and implementation. A report is expected to be released in September. A data dashboard will be shared with the leadership team. A survey will be sent to providers who have taken the training. Interviews have been conducted to determine provider attitudes related to safe prescribing practices. Peter shared the dashboard with meeting participants and pointed out the following dashboard components:

- Overall general information about the core modules being analyzed
- Number of registrations over a certain time period
- The number of providers completing a session after registering
- Geographic location of registrants
- Overall completion percentage filtered by provider type and yearly quarter (to determine changes over time).
- PDMP data by county
- Results by training, county, or by provider degree type

Rocky Mountain Public Health Training Center:

Jessica explained the role of the training center, which includes developing video training modules for posting on the Consortium website.

Q & A:

Jessica asked participants to suggest possibilities for collaboration and/or process improvement. Gene Richer commented on the importance of evaluation and data sharing.

Jessica asked participants to email Rosemarie MacDowell to be added to the Provider Education Work Group mail list for information about work group meetings, minutes, and other relevant information and announcements. rosemarie.macdowell@cuanschutz.edu

Work Group Member Updates:

Shad Sutton, DC, represents the Colorado Chiropractic Association. The association recently created a task force to address substance use disorders. The task force plans to develop a series of lectures and create an integrated model to teach providers how to help their patients. The classes are going to be offered through a multi-disciplinary university. Certification is also planned. Shad said he would like to discuss this further with the work group co-chairs and program manager.

Elizabeth (Izzy) Pike, Colorado Health Network. CHN provides HIV care in Colorado.

Gina Olberding, Consortium. The Opioid and Other Substance Use Disorders Interim Study Committee (ISC) will be meeting again this year to discuss the national opioid settlement and how the funds will be distributed in Colorado. A meeting was held on July 19th and focused on
gaps in recovery and treatment. Consortium work group members can attend any of the meetings to provide testimony to inform future policies and legislation. Meetings will be held through October. [https://leg.colorado.gov/committees/opioid-and-other-substance-use-disorders-study-committee/2023-regular-session](https://leg.colorado.gov/committees/opioid-and-other-substance-use-disorders-study-committee/2023-regular-session)

The Consortium annual meeting will be held on October 26th both in person and virtually. It will be an all-day meeting at the Anschutz Medical Campus.

**Adjournment and Next Meeting:**

The meeting was adjourned at 1:01 p.m. The next work group meeting will be held on Thursday, September 21, 2023 from noon to 1 p.m. via Zoom.

Attachment: Work group roster