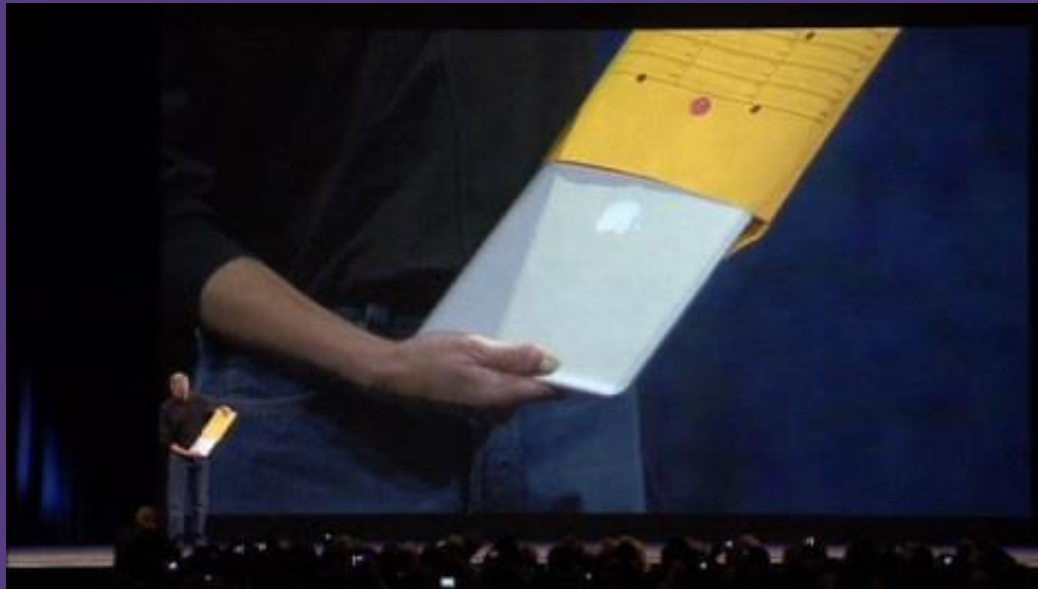


Changing the Conversation

The Myth of the Magic Pill



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aetna[®]



*What if
everything you
thought you knew
about treating
pain is wrong?*





**Perception that opioids
are the most effective
treatment for “real” pain**

**Expectation of
zero pain**

**Don't question the
provider**



**Insurance coverage or
lack thereof for MAT---
the drug is the cheaper
option**

**Already
dependent/addicted**

**Stigma attached
to seeking
treatment**

Lose 10 lbs in
10 days!

Look 10 years
younger in 10
minutes!

Your Magic Pill



Instantly regain
your
“male stamina”!

The “Dirty Little Secret”



Little to no evidence from high quality clinical trials that opioids work well for pain



SPACE¹ and Bronx EDs² studies: Opioids are NOT AS GOOD (and at least no better) as non-opioids for treatment of chronic OR acute pain.

Veteran Affairs Portland Healthcare System: Patients on chronic opioids for non-cancer pain found that pain did not get worse, but rather, remained either similar or slightly improved after stopping opioids.

¹“Opioids not better than non-opioid medication,” Strategies for Prescribing Analgesics Comparative Effectiveness Trial (SPACE), U.S. Department of Veterans Affairs, 16 May 2017

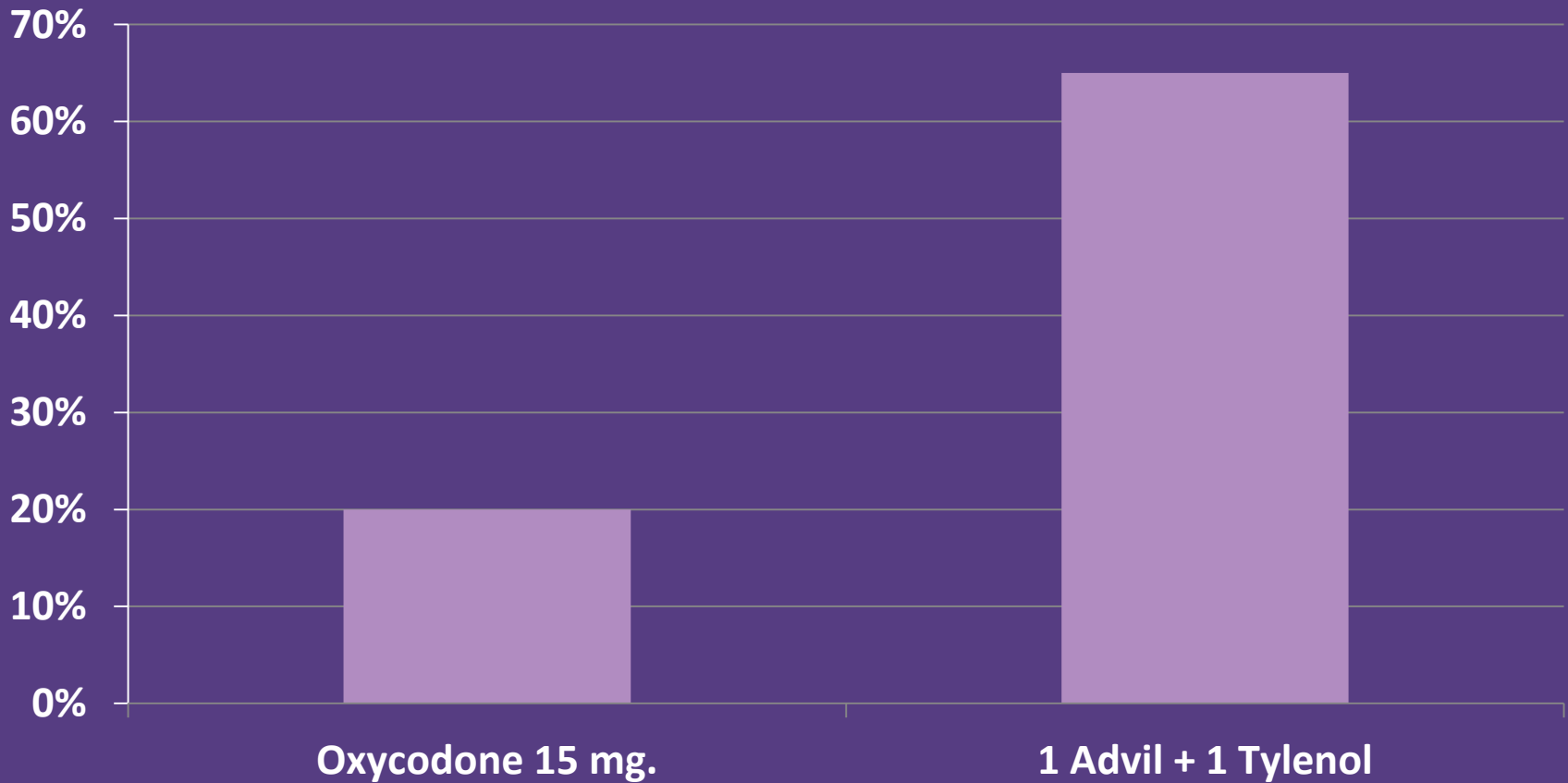
²Chang A, Bijur P, Esses D, Barnaby D, Baer J, “Effect of a Single Dose of Oral Opioid and Nonopioid Analgesics on Acute Extremity Pain in the Emergency Department,” JAMA 2017;318 (17): 1661-1667.

³Sterling McPherson, Crystal Lederhos Smith, Steven K. Dobscha, Benjamin J. Morasco, Michael I. Demidenko, Thomas H. A. Meath, Travis I. Lovejoy. Changes In Pain Intensity Following Discontinuation of Long-Term Opioid Therapy for Chronic Non-Cancer Pain. *PAIN*, 2018; 1 DOI:

Non-narcotics work BETTER for acute pain

Shhh...

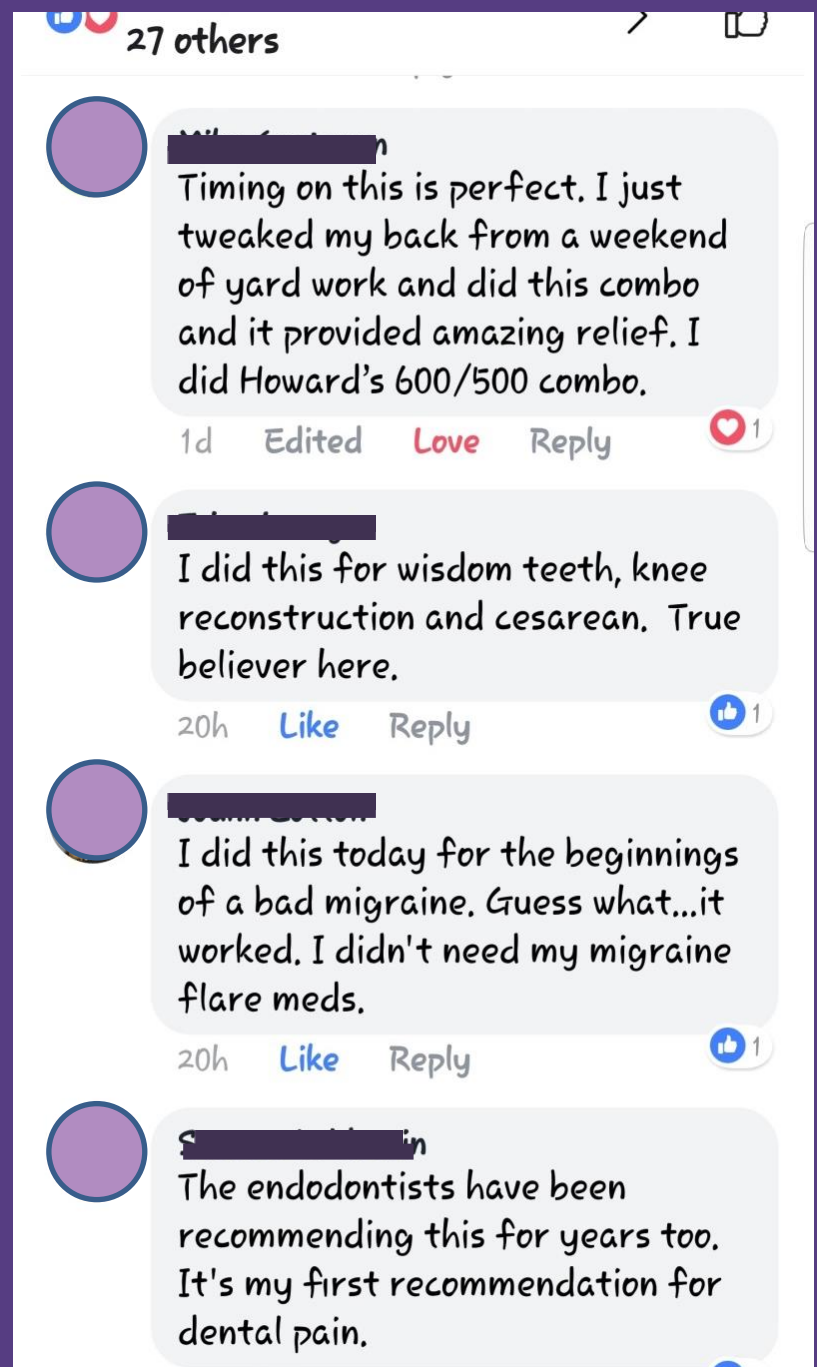
Percent of people with 50% pain relief



<http://www.nsc.org/RxDrugOverdoseDocuments/evidence-summary-NSAIDs-are-stronger-pain-medications-than-opioids-with-IFP.pdf>

If You Don't Believe Studies...

My dentist!



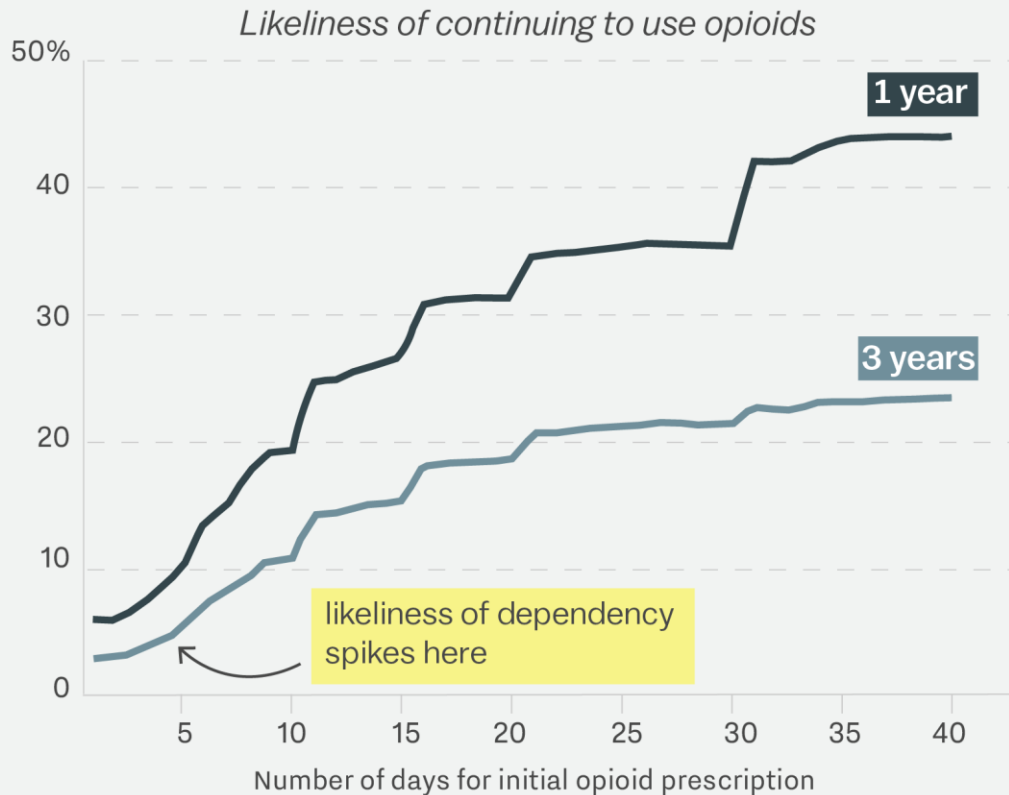
Testify!

“They kept giving me 10 mg of Vicodin every four hours, because (they said) that’s what the doctor authorized. I asked. At one point, they asked if I wanted morphine, and I said I would like 800 mg of ibuprofen. I knew that worked well because that’s what (I was given) when I broke my arm (and) it was the only thing that relieved the pain.

They would not give it to me. Vicodin and morphine were the only things they would give...”

First Fill Limits

Risk of continued opioid use increases at 4-5 days



- ✓ 5 days=20 pills!
- ✓ It may only take one

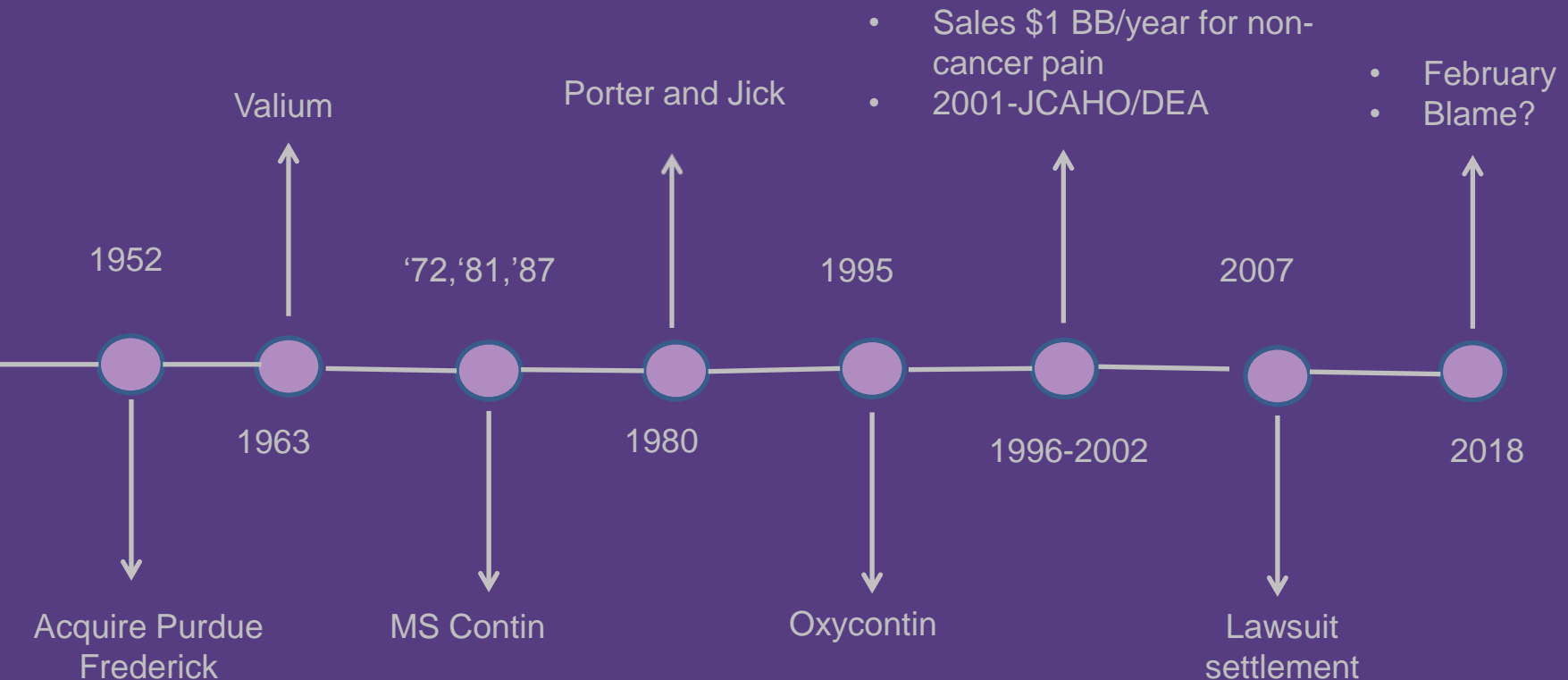
Source: Centers for Disease Control and Prevention

Credit: Sarah Frostenson

Vox

Arthur, Mortimer, & Raymond Sackler

Whose fault is it anyway?



Academic Detailing: The “Product” is Information



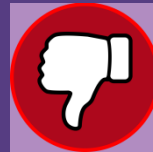
Mercy Care
Plan

mercy maricopa
integrated care

If At First You Don't Prescribe

www.mercycareplan.com | www.mercymaricopa.org

The public doesn't read medical journals...and shouldn't have to...



Scare tactics/ “not me”



Pain News Network Article, June, 2016:
“...at a time when people are under siege,
AMA has made it clear they are hard-
hearted toward suffering...”



ASSIST providers /video campaign saturation

The background of the slide features a silhouette of four people standing on a hill or dune, looking out over a sunset or sunrise sky. The sky is filled with soft, wispy clouds in shades of blue, orange, and yellow. The people are in various poses, with one person pointing towards the horizon. The overall mood is contemplative and shared experience.

“ People share, read and generally engage more with any type of content when it’s surfaced through friends & people they **know and trust.**

MALORIE LUCICH
FACEBOOK SPOKESPERSON

Putting the CARE back in Healthcare

C Collaboration/coordination

A Access

R Respect

E Empowerment



The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire.

— *Malcolm Gladwell* —

#changingtheconversation #tellyourfriends

#letsendthis

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