

A Case for Donating



THE PROBLEM:

The opioid epidemic in the United States continues its devastating impact on individuals, families, and communities and is creating a tremendous strain on the U.S. healthcare system. In the last decade more than 500,000 people lost their lives to an overdose involving opioids. Concerted efforts from healthcare organizations and governmental agencies to reduce opioid prescriptions have resulted in a steady decline in opioid prescriptions and in 2019 the rate of prescriptions was at its lowest level since 2005. Unfortunately, this has not translated to a reduction in fatalities and the global COVID pandemic has only served to worsen the opioid crisis. In 2020, opioid related deaths soared almost 30% compared to 2019 and a staggering 93,000 people lost their lives to opioids. Furthermore, according to the CDC “for every drug overdose that results in death, there are many more nonfatal overdoses, each one with its own emotional and economic toll.” This epidemic does not distinguish among age, sex, socioeconomic, or state lines and a multifaceted collaborative approach is needed to battle this epidemic.

QUESTIONS CAN BE DIRECTED TO:

Bruce Cerullo

Fundraising Co-Chair
Nordic Global

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CHIME IS ANSWERING THE CALL:

CHIME’s more than 2,700 members in leadership roles at nearly 5,000 healthcare institutions and related organizations are innovating every day at the intersection of data access and care delivery for hundreds of millions of patients. Seeking to leverage members’ unique insights and assets, CHIME is determined to make a real difference by continuing the work of CHIME Opioid Task Force to address the crisis.

CHIME TASK FORCE HISTORY:

The catalyzing event for the CHIME task force formation was born from the personal tragedy experienced by one of CHIME’s own. Ed Kopetsky, CIO of Lucile Packard Children’s Hospital at Stanford and his wife, Janet lost their 31-year-old son, Tim, to an opioid overdose in September of 2017. Amid the family’s grieving, they vowed to do whatever they could to help others avoid this same profoundly sad outcome.

Ed, with the support of his close friend and fellow CHIME member, Jim Turnbull, CIO of University of Utah Health System, and CHIME CEO, Russ Branzell, proposed creating the task force to CHIME’s Board of Trustees. And in October of 2017, the board approved the formation and seed funding for the launch of the task force.

Ed and Jim were tapped to co-chair the group and a request for volunteers was made to CHIME members at the 2017 Fall Forum. More than 40 CHIME and Foundation members answered the call and began their preliminary work in December 2017 - and the newly formed task force officially launched with its first face-to-face meeting in January of 2018. Since that time the taskforce has been successful in a number of initiatives including the launch of an educational an educational webinar and podcast series featuring speakers from around the country, the launch of the www.opioidactioncenter.com website which acts as a repository for leading-edge education and resources, and the publication of a 13-chapter playbook.

OPIOIDACTIONCENTER.COM

TASK FORCE INITIATIVES:

In addition to building relationships and exchanging information with other organizations engaged in this fight, the task force's focus is in three specific areas where it believes CHIME can make the most impact:

1. Raise *awareness* of the scope and impact of the opioid epidemic and the importance of remaining vigilant to prevent substance abuse and misuse.

- Launched the Opioid Action Center as an education resource, highlighting best practices, peer-reviewed literature, and news articles for healthcare organizations that want to implement systems and practices to combat the opioid crisis in 2020 with 1500+ users and 4000+ pageviews annually.
- Continue to curate policy guidelines, peer-reviewed literature, best practices, and innovative solutions for publication to the Action Center
- Share and highlight relevant “In the News” information and educational opportunities on LinkedIn and other social media platforms.
- Continue to promote ongoing awareness and inform members and nonmembers about leading practices and Opioid Task Force educational opportunities and resources

2. Develop an inventory of quality *education* material to provide information and resources to our members and other interested parties.

- Publish and promote an educational Opioid Webinar & Podcast series
- Webinar Series
 - » Inpatient Opioid Stewardship, University of California San Diego Medical Center
 - » Atrium Health: Responding to the Opioid Crisis, Atrium Health
 - » How the Emerald Jenny Foundation Simplifies Finding Substance Use Disorder Treatment Options, Emerald Jenny Foundation
 - » Implementing Electronic Prescribing of Controlled Substances to Meet Requirements of New Opioid Law, Hartford Health, Imprivata, CHIME
 - » Rush Substance Use Intervention Team (Suit): Raising Awareness for Better Care, Rush
 - » CIO's Role of Innovation to Fight the Opioid Crisis, Nationwide Children's Hospital
 - » The Geisinger Opioid Prescription Reduction Initiative, Geisinger Health System
 - » Collaboration in a Crisis: A Multidisciplinary Approach to Opioid Stewardship, Calvert Health Medical Center, Meditech
 - » Breaking Down the New Opioid Law and What it Means for Health IT, CHIME Congressional Affairs
 - » A Journey to Opioid Prescribing Reduction, Anne Arundel Health System
 - » First Do No Harm: Leveraging Technology to Develop an Opioid Stewardship Program in an Academic Health System, University of Kentucky Health System
 - » Improving Clinical Practice Through Artificial Intelligence: Diversion Management, University of Virginia Health System
 - » BSMH Opiate Response, Bon Secours

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TASK FORCE INITIATIVES: CONTINUED

- Podcast Episodes (additional podcasts in development)
 - » Stigma & Bias: A Provider’s Perspective, Janet Desroche & Dr. Sarah Porter
 - » Managing the Opioid Crisis: The Mayo Perspective, Dr. Scott Weiner & Helena Gazelka
 - » The Opioid Epidemic: A Conversation with Intermountain Healthcare’s CIO, Russ Branzell & Ryan Smith
 - » Adverse Childhood Experiences & the Opioid Crisis, Bill Spooner & Becky Haas
 - » The Impact of Stigma & Bias, Ed Kopetsky & Janet Desroche
 - » Appalachian Highlands Opioid Taskforce, Bill Spooner, Dr. Randall Jessee & Trish Tanner
 - » The Opioid Epidemic: A Conversation with Seattle Children’s, Dr. Zafar Chaudry & Andy Smith
 - » The Role of the Drug Courts in Substance Abuse Recovery, Bill Spooner & Judge Sloan
 - » Faith Based Initiatives & Substance Abuse, Bill Spooner & Monty Burks
 - » Opioid Stewardship and Prescribing Guidelines: A Conversation with Johns Hopkins Medicine, Ryan Stolcpart & Kelly Cavallio

- Enhance the Opioid Taskforce Playbook.
 - » 8 chapter CIO Playbook published in 2019
 - Ch. 1 Creating an Opioid Stewardship Committee
 - Ch. 2 Creating Your Dashboard
 - Ch. 3 Provider/Patient Education and Change Management
 - Ch. 4 Order Set Maintenance & Care
 - Ch. 5 Electronic Prescribing of Controlled Substances (EPCS)
 - Ch. 6 Prescription Drug Monitoring Programs (PDMPs)
 - Ch. 7 Patient Education
 - Ch. 8 Community Outreach & Collaboration
 - » Electronic interface to improve user experience launched in 2021
 - » New chapters are currently in development including a chapter on Medication Assisted Treatment.

- Continue to curate peer-reviewed literature, case studies, and other relevant information for the Action Center and share innovative IT strategies to address the opioid crisis
- Continue to research and share grant and funding opportunities
- Boost and continue to provide an environment for peer-to-peer learning opportunities (lessons learned, dashboards, and how to guides etc.)
- Develop peer to peer learning opportunities.

TASK FORCE INITIATIVES: CONTINUED

3. Use **analytics** to enhance our understanding of data and statistics relevant to the opioid epidemic to enable strategic planning to combat the crisis within the healthcare industry

- Utilize the Most Wired Survey to gather data to identify and measure issues specific to the opioid crisis such as leading practices associated with EPCS and PDMP interfaces
 - » Opioid Management: Insights from CHIME’s “Healthcare’s Most Wired” KLAS report released in 2020
 - » Opioid Management Insights with expanded 2021 questions to be released in November 2021
- Engage EMR vendors to share dashboards, analytics, and other relevant resource
- Curate secondary data sets to help understand prescribing patterns, PDMP integration

PUBLIC POLICY INITIATIVES

Developed to inform advocacy efforts to shape federal policies which help bend the curve of addiction

CHIME has been a leading voice on Capitol Hill and with the presidential administration about the importance of leveraging technology to combat the epidemic. CHIME has not only engaged with policymakers but has built and strengthened relationships with other industry stakeholders to bolster our policy initiatives. Recent successes include: *Getting information from public policy to update this*

WHAT THE TASK FORCE LOOKS LIKE

In addition to our leadership team, the volunteers have been organized into four committees, Clinical Advisory, Education, Marketing & Communications, and Public Policy.

LEADERSHIP

Bruce Cerullo, Nordic Global
Ed Kopetsky, Stanford Children’s
Patty Lavelly, CIO Consulting LLC
Dave Lehr, Meritus Health

CLINICAL ADVISORY

Dr. Sean Kelly*	Imprivata
Dr. Marvin Harper	Harvard Medical School
Dr. David Ling	University of Virginia Health System
Dr. Steve Magid	Hospital for Special Surgery
Dr. Greg Polston	UC San Diego
Dr. Jon Siff	MetroHealth
Dr. Matthew Sullivan	Atrium Health
Dr. Dick Taylor	BJC Healthcare
Dr. Todd Vermeer	Gwinnett Medical Center
Dr. Scott Weiner	Brigham and Women’s Hospital
Dr. Halena Gazelka	Mayo Clinic
Dr. Scott Smitherman	Providence Health and Services

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WHAT THE TASK FORCE LOOKS LIKE CONTINUED

EDUCATION

Andy Smith*	Impact Advisors
Tim Diamond	Methodist Hospitals
Dave LaHaise	CareTech Solutions
Patty Lavelly	Health Care District of Palm County
Bill Spooner	Next Wave Health Advisors
Ryan Stolcpart	Epic
Ajay Kapare	Ellkay

MARKETING & COMMUNICATION

Amanda LeBlanc*	Computer Task Group
Art Nicholas*	Sakon
Bruce Cerullo	Nordic Consulting Partners
Lenny Brunson	Covenant Physician Partners
Bill Cioffi	Cencal Health
Dan Stokes	Leidos

POLICY

Angela Diop*	Unity Healthcare
Dave Lehr*	Meritus Health
Janet Desroche	Meditech
Matthew Sullivan	Carolinas Healthcare
Liz Johnson	Tenet Healthcare (Retired)

A RESPECTFUL REQUEST FOR YOUR FINANCIAL GENEROSITY:

In 2018 we raised \$350,000 at the launch of the task force. We are pleased to report the money was used strictly to fund the human resources (two part-time operations personnel) and technology support of OpioidActionCenter.com and educational initiatives. Zero dollars were spent on individual task force members. While our volunteers have logged countless hours, any expense they incurred on behalf of the OTF has been covered by them or their employer. The best news is our initial raise lasted more than a year longer than we had originally projected.

We are again asking for financial support to ensure the CHIME Opioid Task Force can continue to address the opioid crisis and we expect this raise will fund operations through 2023.

OUR TARGET RAISE:

\$250,000

HOW THE FUNDS WILL BE USED:

The task force is the vehicle by which we are leveraging CHIME's unique position at the intersection of information management and care delivery. The individual volunteers provide the free labor. The money we raise serves as our "force multiplier" to ensure we can fund our specific efforts in clinical education, public policy, related investment in technology and on-line presence anchored by the OpioidActionCenter.com.

Your donation in support of the Opioid Task Force will enable us to continue to share and enhance the incredible work that has been accomplished thus far on a much larger scale.

HOW WE ARE MEASURING THE OPIOID TASK FORCE'S SUCCESS:

We will track our success three ways:

COMMITTEE OUTPUT

By the scope, quality, and feedback we receive on the playbook, webinar series, podcast series and public policy outputs

ACCESS AND USAGE

CIO Playbook

We will track the online traffic and usage and ensure the electronic interface is updated on a regular basis to always reflect best practices

Education

We will track the number of webinars and opioid-related track sessions and/or other educational sessions and number of attendees. We will track the number of downloads for each podcast episode.

Public Policy

We will track our advocacy efforts, including meetings with policymakers and communications such as letters and outcomes.

REDUCING THE NUMBER OF OPIOID-RELATED DEATHS

This is THE outcome we're all so passionately determined to achieve. While we realize that we'll never be able to validly measure a direct correlation between our work and this outcome, we are darned determined to ensure CHIME does its fair share to help!

Call to action:

Rare is the person whose life has not been impacted by the opioid crisis. As leaders in health IT, we have real solutions and knowledge available to curb this terrible tide of human loss and suffering. We need everyone's help to achieve our goals. Whether you are a CHIME member, a Foundation partner, a non-CHIME healthcare enterprise, or a private citizen; we ask you to consider donating. Every dollar given to help support the Opioid Health IT Action Center is meaningful. It will multiply the impact of this initiative, and its tax deductible!

If you are a CHIME member or Foundation firm member, we realize that you or your organization (along with the members of the task force) already contribute a great deal toward your CHIME participation. We greatly appreciate this, but we also ask you to consider making your donation based upon the worthiness of this specific cause and hopefully will conclude - as we have - this crisis is worth our time and/or financial support!

How to donate:

Individual donors, simply click the Opioid Task Force logo on the home page of opioidactioncenter.com to access the secure donation site. The contributions are tax deductible and can be made via major credit card and PayPal!

Organizations and entities make their donation via credit card or Paypal as described above by using wire transfer instructions available at the donation site or, by requesting a invoice you can use to navigate your organization's internal process for funding donations.

QUESTIONS CAN BE DIRECTED TO:

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