

# Opioid Analgesic Abuse & Diversion: Detection, Assessment and Intervention

## One Company's Perspective

Meredith Smith, MPA, PhD

Director, Risk Management & Health Policy

John Fitzgerald, MS, LPC, CAS

Field Researcher, Risk Management

Purdue Pharma L.P.

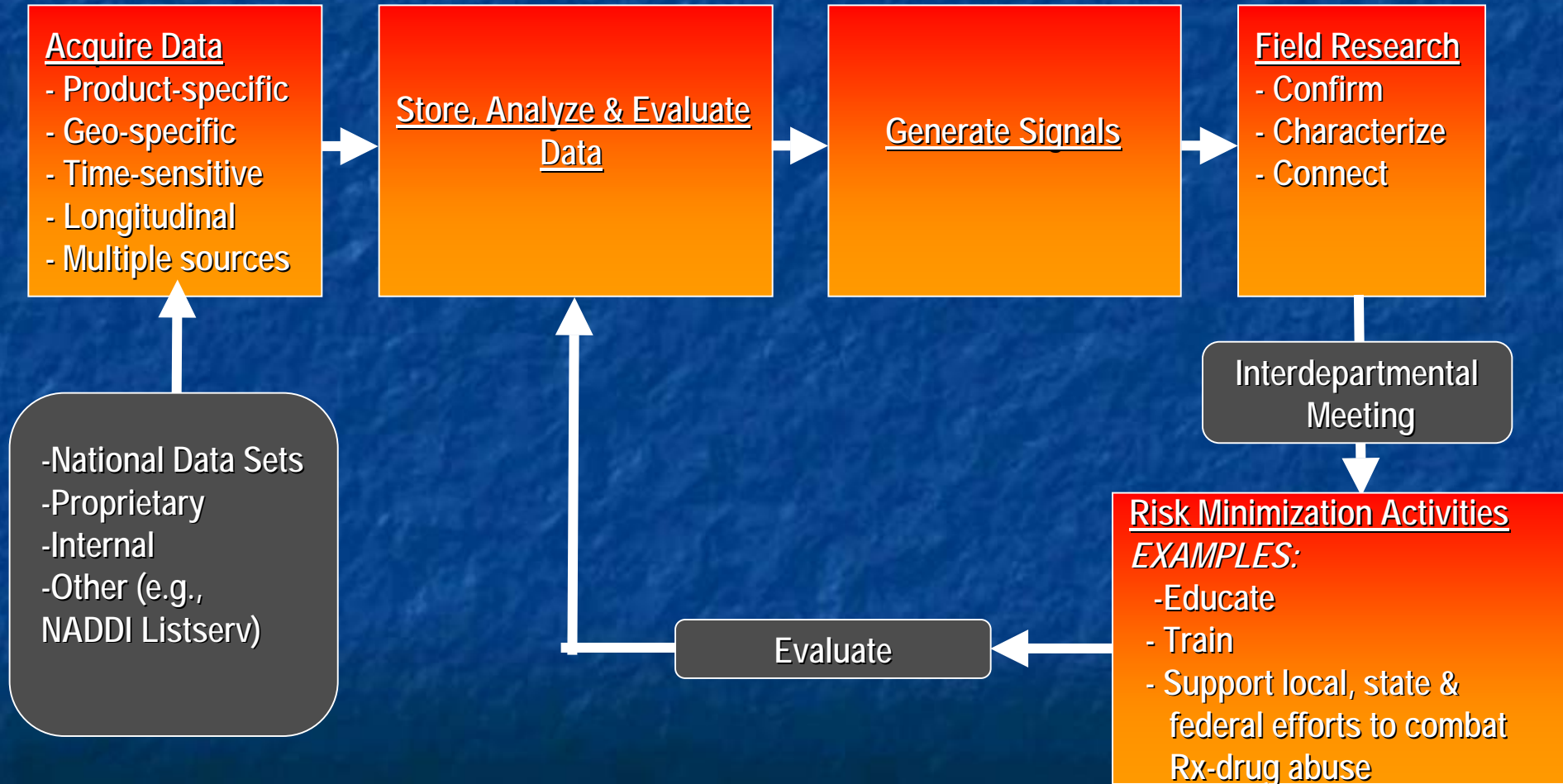
Stamford, CT 06901

Tufts Health Care Institute

Program on Opioid Risk Management

Boston, MA - March 29th, 2007

# Integrated Risk Management Approach



# Signal Detection

- Utilize multiple approaches
- Denominators
- Proprietary algorithm for ROCs
- Bayesian approaches (e.g., conditional autoregressive models)
- Statistical process control

# Field Research: A “Value-Added” Proposition

- In-house, professionally trained
- Responsive to company’s dynamic RMP needs
- Provides linkage to affected communities
- Ensures integration of signal data with company’s intervention resources

Flexible framework that is cost-effective, timely, and necessary to appropriately characterize product-specific signals, and inform interventions



# Intervention

- Abuse and diversion of opioid analgesics is a public health problem
- Collaborative effort: multiple stakeholders
- Industry uniquely suited to:
  - Educate about proper prescribing, dispensing and use of marketed opioid analgesics
  - Train law enforcement, dispensers & prescribers
  - Support partnerships and coalitions at local, state and federal levels to combat Rx-drug abuse

# Levels Framework

State

County / 3DZ

Community / City

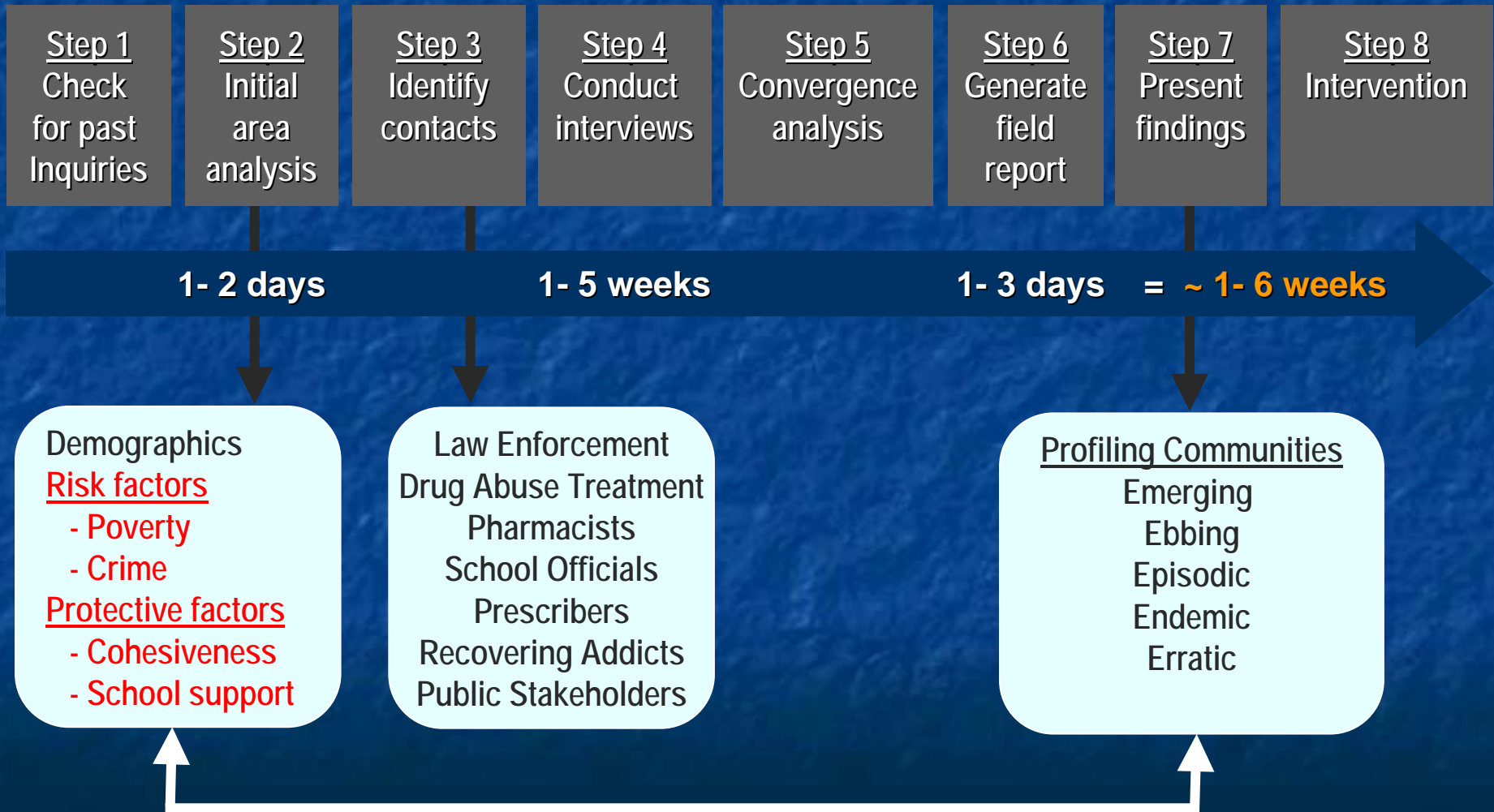
School / Peer Groups

Family

Individual

- Levels define the relative environment or context in which abuse and diversion occurs
- Levels are organized hierarchically such that lower levels are embedded in higher levels (emergent properties)
- Variables at each level dynamically interact, giving rise to the complexity of abuse and diversion of opioid analgesics

# Field Research Process



# Case 1: Rhinelander, WI

- Signal originated from local pharmacist
- Field research confirmed abuse & diversion of OxyContin<sup>®</sup> and other opioid analgesics
- Interdepartmental meeting resulted in TIP:
  - A Medical Services Specialist provided information to pharmacists regarding dosing guidelines, pain management and addiction, and ways to prevent abuse and diversion of opioid analgesics
  - A Medical Director conducted health education training to diverse group of 115, including representatives from 25 law enforcement agencies in 7 counties, multiple pharmacists, pain physicians, and nurses
  - A Regional Director for Government Affairs followed-up with drug treatment contact regarding PMPs



## Case 2: Coshocton County, OH

- Signal originated from Poison Control Study
- Field research confirmed abuse & diversion of OxyContin<sup>®</sup> and other opioid analgesics
- Interdepartmental meeting resulted in TIP:
  - A Field Researcher provided law enforcement, drug treatment, & pharmacist resource guides to interview contacts
  - Rx-drug abuse/diversion prevention educational materials provided in the registration packets of all attendees at the 108<sup>th</sup> Ohio Osteopathic Convention
  - Rx-drug abuse/diversion prevention educational materials distributed to over 2,400 physicians through the Ohio Academy of Family Physicians