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Comfort, Complexities, and Confrontation: Health Care Provider Communication and Prescription Drug Abuse and Misuse

Nicholas E. Hagemeyer
East Tennessee State University, hagemeyer@etsu.edu

Fred Tudiver

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Comfort, Complexities, and Confrontation: Health Care Provider Communication and Prescription Drug Abuse and Misuse

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ETSU DIDARP Project 1:
Health Care Provider
Communication and
Prescription Drug Abuse
and Misuse

Nicholas E Hagemeyer, PharmD, PhD & Fred Tudiver, MD
- Cancellaro Primary Care Conference
March 25, 2015

Disclosures

- Drs. Hagemeyer and Tudiver **DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.

Objectives

- Describe the role of communication in prescription drug abuse prevention and treatment
- Describe outcomes of 5 focus groups conducted in the Appalachian Research Network (AppNET) region

One person dies every 19 MINUTES from drug overdose in the United States and this increasing trend is driven by Rx painkillers.

Share this to help #EndHeroinEpidemic

Deaths and substance abuse treatment

2010-2014, Automation of Reports and Consolidated Orders System (ARCOS), 1999-2010, Treatment Episode Data

Health care providers in different states prescribe at different levels.

Number of painkiller prescriptions per 100 people

Lowest Average Highest

State Abbreviation — GA 91 — Number of painkiller prescriptions per 100 people

SOURCE: IMS, National Prescription Audit (NPA™), 2012

Previous and current slides: www.ck.com/vital/signs/opioid-prescribing www.carnesblainhuffine.com www.sobernation.com

Painkillers And The Heroin Market

A growing number of people are using heroin in recent years, in part because it can be cheaper and easier to find than opioid painkillers purchased on the black market. Most heroin users were first hooked on prescription opioids, which generated \$11 billion in 2010 for the pharmaceutical industry.

Substance abuse treatment facility admissions by primary drug

Heroin Other Opioids and Synthetics

4 out of 5 new heroin users have abused painkillers.

A Cheaper High
\$30 can buy one oxycodone pill on the street in New York...
or six hits of heroin.

ER Visits Are Increasing

Emergency Room Visits Are Increasing

2008 2011

Sources: SAMHDA, Los Angeles Times, Four & Fifteen

THE HUFFINGTON POST

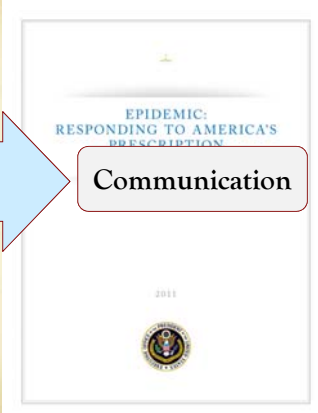
1. Education
✓ Parents
✓ Youth
✓ Patients
✓ HCPs

2. Monitoring


3. Disposal

4. Enforcement

Communication

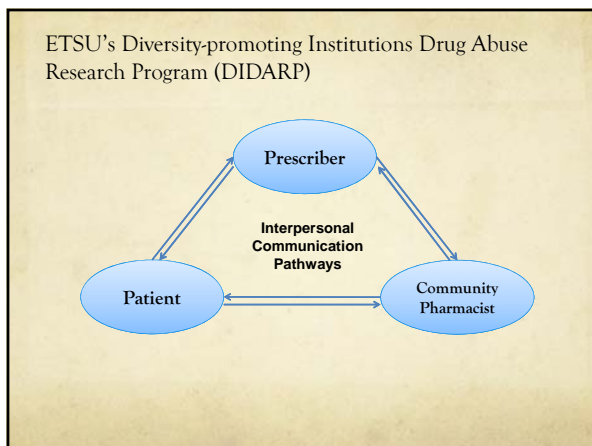


The image shows the cover of a report titled "EPIDEMIC: RESPONDING TO AMERICA'S PRESCRIPTION" from 2011. A blue callout box on the left lists four categories: 1. Education (with checkmarks for Parents, Youth, Patients, and HCPs), 2. Monitoring, 3. Disposal, and 4. Enforcement. A red-bordered box labeled "Communication" is positioned over the report cover, with a blue arrow pointing from the Education list towards it.



“Many doctors aren’t properly trained on screening for substance abuse and how to intervene, so they feel very uncomfortable asking patients about drug and alcohol use”

<http://www.thecleveland.com/doccenter/arkdesk/2011/12/NormalYellow.asp> <http://www.sca.ca.org/resources/detail/index.html>



Communication Constructs

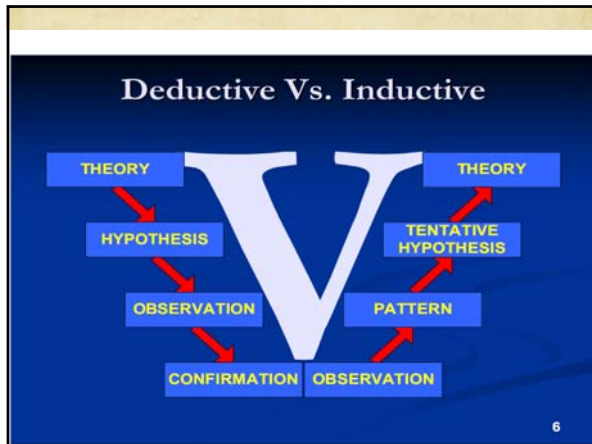
- Communication Apprehension
- Self-Perceived Communication Competence
- Willingness to Communicate
- Communicative Behaviors

Aims of DIDARP Project 1

- Develop provider situational prescription drug abuse/misuse communication apprehension, self-perceived communication competence, willingness to communicate, and TpB instruments (Years 1 & 2)
- Evaluate the psychometric properties of instruments (Year 3)
- Determine the extent to which PDA-related (CA, SPCC, WTC, and TpB) constructs explain health care provider communicative behaviors (Year 4)
- Pilot test a communication intervention within the AppNET PBRN (Year 5)

Qualitative Methods (at first)

- WHY?
 - ✓ No existing validated measure
 - ✓ Needed to develop items
- HOW?
 - ✓ Qualitative method - focus groups



Quantitative vs Qualitative: Data Collection

<ul style="list-style-type: none">○ Quantitative data (deductive)<ul style="list-style-type: none">✓ Instruments (validity)✓ Checklists✓ Records✓ Clinical data	<ul style="list-style-type: none">○ Qualitative data (inductive)<ul style="list-style-type: none">✓ Observations✓ Audio-visual materials✓ Interviews (member checking)✓ Verbatim transcriptions
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Approach to Data Analysis

<ul style="list-style-type: none">○ Quantitative analysis<ul style="list-style-type: none">✓ Statistical analysis✓ For description✓ For comparing groups✓ For relating variables	<ul style="list-style-type: none">○ Qualitative analysis<ul style="list-style-type: none">✓ Use text and images✓ Coding✓ 2+ data analyzers✓ Emerging theme development✓ Immersion✓ Member checking
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Methods - Data Analysis

- Data collection often occur iteratively
- 1st step
 - Independent reviewers (2+) - emerging central issues
 - Compare/combine analyses
 - Explore/refine emerging themes

Methods - Data Analysis (2)

- 2nd step
 - Determine similarities/differences/potential connections among key words/phrases/concepts within & among each focus group transcript
- 3rd step
 - Themes/subcategories of all focus groups compared and contrasted
 - Quotes that most accurately illustrate the themes ("exemplar quotes") identified.

Progress To Date...

- Five focus groups conducted (N=35) within AppNET geographical region
 - 19 Prescribers & 16 Community Pharmacists
 - Verbatim transcripts
- Thematic Analysis (Hagemeier & Tudiver)

Healthcare Provider – Patient Communication

Emerging Themes

➤ HCP1: Communicative Factors – Hard Evidence

- *“I think the first thing you do is a you pull the database and do a drug screen...I mean pull the drug screen, do a drug screen and see if they fall out because a lot of times they’ll fall out then that takes care of your problem”*

➤ HCP2: Practice Barriers (lack of time; lack of resources)

- *“If you had time to do all of this, you’d be...you’d be broke is another way of saying it”*
- *“Ah, you’re given 15-20 minutes per patient so when you’re looking at controlled substance on top of hypertension and diabetes and this that and the other it becomes problematic in trying to address everything that you’re supposed to. Um sometimes I do well to go out of the room to go do the CSMD check”*

➤ HCP3: Individual Policies and Procedures
➤ *"As a drug seeker...my behavior is, I just tell them I don't have them."*

➤ HCP4: Likeability and Pt Satisfaction
➤ *"You want to please the patient"*
➤ *"We do fear this [complaints] and I have heard conversations in the past providers fearing losing scores right, by not fulfilling the patient's desires...that's a ding against me."*

➤ HCP5: Pharmacists Lack Information and Trust
➤ *"I don't like the people...I don't like the feeling I get from them"*

➤ HCP6: Difficult or Uncomfortable Conversations are Avoided
➤ *"But some of them [patients] are scary that you know are abusing drugs and those I just sort of...ya know...I legitimately fill, you know. I don't do anything illegal."*
➤ *"I mean I won't be hateful. I'll be direct and I'll say well you know I don't know you and I don't prescribe these medications on the first visit. If I see you for a couple times and think you need em I might prescribe, but there's a good chance I might not"*

**Interprofessional
Communication**
Emerging Themes

➤ IP1: PCPs are hesitant to refer to pain management colleagues

- *"Sending them to a pain specialist is creating more, they're gonna prescribe a lot more than what I am"*

➤ IP2: Pharmacist-to-prescriber communication is lacking and desired

- *"You leave a message and you never hear back"*
- *"I think doctors need to have a pharmacy line"*

➤ IP3: Prescriber-to-pharmacist communication is very rare, and even less so since the CSMD was implemented

- *"I don't rely on them as much but I do appreciate the fact that pharmacist calls"*

➤ IP4: Prescribing behavior is often questioned by dispensers, and vice versa

- *"It's hard from a pharmacist's perspective if you think a prescriber is overprescribing to talk to them about it. I know I've done that before and got nowhere"*
- *"The local pharmacy...oh they'd be handing it out the back door"*

➤ IP5: Pharmacists blame prescribers for some of their circumstances and for placing them in dangerous situations. Mid-level prescribers are particularly blamed.

- *"I think it is the physicians, and the mid-levels. I think a lot of it is the physicians with their mid levels that's the trouble."*
- *"You now put me and my staff in danger. Thank you."*

➤ IP6: Interprofessional communication is situationally appreciated but is rare

- *"You know one person calls me on a pretty routine basis, Dr. X."*

What We've Learned...

- Prescription drug abuse communicative behavior is extremely situational, as is...
 - Communication apprehension
 - Self-perceived communication competence
 - Willingness to communicate
- Subjectivity invites simplification
- Dissonance exists between the patient care model and some current business models
- Perceived non-confrontational communication is often confrontational

Where we're heading...

I see ... So, your medicine fell down the sink by accident. And it was just your pain pills, not your blood pressure tablets.



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