

Magellan Healthcare, Inc.  
Western Pennsylvania Opioid  
Education Conference



RLA Learning & Conference Center  
850 Cranberry Woods Drive  
Cranberry Township, PA 16066

*October 25, 2017*

# Conference summary

Magellan Healthcare, Inc. (Magellan) brought together local and national leaders to exchange ideas, share successes and discuss solutions around the challenge we face together in addressing the opioid epidemic in our communities. The Western Pennsylvania Opioid Education Conference took place October 25, 2017, at the RLA Learning & Conference Center in Cranberry Township, PA. Participants included national and state officials, county human services and drug & alcohol leaders, legislative staff, providers and community stakeholders.

“Thank you for the invitation.  
It was an honor to attend this caliber of training.”

– Conference attendee

“Magellan certainly demonstrates commitment  
to the communities it serves.”

– County of Butler Board of Commissioners



Janine Zwetolitz of Magellan welcomed the attendees to the conference.

Conference attendees enjoyed the comfortable meeting space for the full-day agenda.



# Conference goals

- Host a free, one-day, solutions-focused conference comprising a diverse audience from across Pennsylvania and nationwide to address the opioid epidemic and discuss solutions
- Feature national, state and county leaders who are passionate about solving the opioid epidemic
- Provide networking opportunities amongst the speakers and the attendees
- Highlight the efforts of local organizations that are proactively working to solve the opioid epidemic in their communities
- Offer the opportunity for providers in attendance to earn continuing education (CE) credits for select presentations

“I would like to thank Magellan for putting this together and for recognizing the different programs that are attempting to ‘combat’ the opioid crisis.”

– Conference attendee



*Kana Enomoto, SAMHSA deputy assistant secretary, and Lou Parrott, vice president and medical director for Magellan Healthcare, share a conversation following the luncheon.*



*Charley Curie, principal from the Curie Group, LLC, listens intently along with other conference attendees.*



*Ronna Yablonski, executive director for the Cambria County Drug Coalition, talks about opportunities for collaboration with Aubrey Proud, community relations director for Magellan Healthcare, and Tracy Shultz, operations director for Magellan Healthcare*



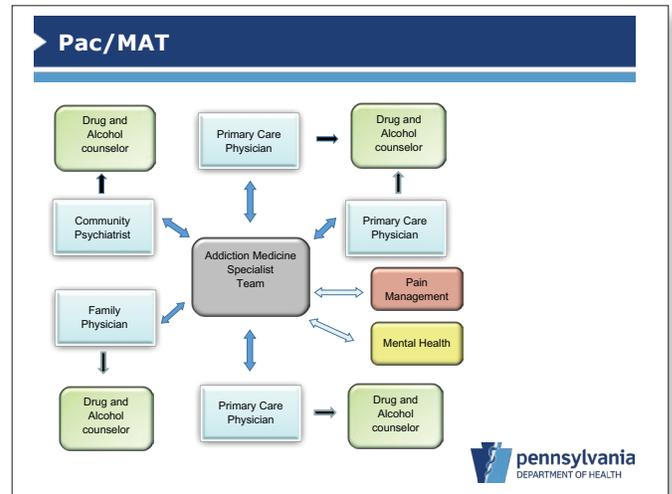
Morning keynote presentation

# The opioid epidemic and the Commonwealth's response

Rachel L. Levine, M.D.

In her remarks, Secretary Levine highlighted several accomplishments as a result of her team's efforts that have included:

- Working with medical schools
- Creating opioid prescription guidelines
- Prescription Drug Monitoring Program (PDMP)
- Pennsylvania Prescription Drug Take-Back Program
- Expansion of naloxone access
- Warm 'hand off' to treatment
- Centers of Excellence and medication-assisted treatment



Secretary Levine's presentation illustrates the critical role of the addiction medicine specialist team member.



"Secretary Levine was fabulous!"  
- conference attendee

Diane Marciano, vice president of business development for government affairs, thanks Secretary Levine for her keynote address.

Rachel L. Levine, M.D., acting secretary of health and physician general of Pennsylvania, has made significant strides combating the opioid epidemic and advocating on behalf of the LGBTQ population. She spearheaded the efforts to establish opioid prescribing guidelines and establish opioid prescribing education for medical students. She has also led an LGBTQ workgroup for the governor's office, which has worked to create programs and processes that are fair and inclusive in healthcare, insurance, and many other areas. Dr. Levine graduated from Harvard College and the Tulane University School of Medicine. She completed her training in Pediatrics at the Mt. Sinai Medical Center in New York City and then did a Fellowship in Adolescent Medicine at Mt. Sinai.



# Afternoon keynote presentation

## SAMHSA: Addressing the opioid crisis

Kana Enomoto

In her remarks, Ms. Enomoto highlighted several of her priorities that include:

- Expanding access to treatment
- Education/training
- Workforce expansion (i.e. increases in addiction medicine fellowship slots)
- Looking at other substances (i.e. alcohol, cocaine)
- Concerns with transitional age youth (TAY)
- Neonatal abstinence syndrome

**IMPROVING ACCESS TO TREATMENT AND RECOVERY SERVICES**

30

- ☑ **Substance Abuse Prevention and Treatment Block Grant (SABG):** 20 percent set aside
- ☑ **State Targeted Response to the Opioid Crisis Grants (OPIOID-STR)** program: \$485 million to states to address the opioid crisis by increasing access to treatment, reducing unmet treatment need, and reducing opioid overdose related deaths
- ☑ **Medication Assisted Treatment for Prescription Drug and Opioid Addiction (MAT-PDOA) program:** Grants to 22 states w/highest rates of treatment admissions for persons w/ODDs seeking MAT services
- ☑ **Treatment Improvement Protocol (TIP): Medication Assisted Treatment for Opioid Use Disorders:** Released early 2018
- ☑ **Pocket Guide for MAT of OUD:** one of the most downloaded publications from SAMHSA's website – over 29,000 guides have been distributed/downloaded



SAMHSA has significant grant funding available for MAT services and helpful information related to opioid use disorder.



“Very informative presentation.”  
– conference attendee

Diane Marciano of Magellan offers a token of appreciation to Kana Enomoto for her keynote address.

Kana Enomoto, SAMHSA deputy assistant secretary, oversees SAMHSA's four centers and four offices, more than 600 employees, and a budget of \$3.7 billion. Ms. Enomoto and the SAMHSA team provide data, policy, public education and grants to advance the agency's mission to reduce the impact of substance use and mental illness on America's communities. Ms. Enomoto earned her bachelor's degree in psychology and master's degree in clinical psychology from the University of California, Los Angeles, and is a graduate of Harvard University's Kennedy School of Government, Senior Managers in Government Program.



# Continuing Education (CE) presentations



## Magellan Rx Management A pharmacy solutions approach to the opioid epidemic

Crystal Henderson, PharmD, BCPP

Dr. Henderson offered five ways to approach opioids through pharmacy that included:

- Clinical edits and dosing limits
- Comprehensive prior authorization criteria
- Claims surveillance, advanced analytics and pharmacist-led academic detailing
- Prescription Drug Monitoring Program (PDMP)
- Patient engagement & intervention (i.e. care management, education, drug disposal and naran)

### Care Management – A Pharmacist’s Role

- Pharmacist is in a unique position to uncover gaps in care based on paid claims data
- By performing a medication reconciliation, the common issues below are often identified
  - Doctor Shopping
  - Patterns of early refills
  - Emergency room opioid prescriptions
  - Discharge medication errors
  - Physical health disease states that may be contributing to pain issues not adequately treated (ex: diabetes)
- Member education
- Provider education
  - Opioid and non opioid pain management options
  - Tapering
  - Coordination of care



Magellan Rx  
MANAGEMENT

Dr. Henderson focused on the pharmacist’s role as an important solution moving forward.



## Magellan Healthcare Medication-assisted treatment for opioid use disorders

Gary Henschen, M.D.

Dr. Henschen provided educational content for the following objectives:

- Demonstrate the effective use of naltrexone
- Demonstrate the effective use of buprenorphine
- Report theories explaining the need for psychosocial interventions in SUD treatment
- Explain the role of MAT in the continuum of care for substance use disorder patients
- Explain barriers to the use of MAT for patients with OUD
- Outline interventions prescribers should make to prevent abuse of opioid medications

### Magellan MAT initiative

- ✓ **Expand network of MAT prescribers by actively promoting and campaigning to healthcare providers**
  - Provider and member communications through webinars, newsletters, emails and web
  - Include MAT expectations in provider handbook and Medical Necessity Criteria
  - Share research and other educational material postings with providers
- ✓ **Intervene early in the treatment process and work closely with both providers and patients**
- ✓ **Initiate procedures to improve care coordination activities in support of transition of care**
  - Capture use of MAT medications in all systems
  - Create internal benchmarks for use of MAT and medication guideline for staff
  - Train clinical and medical staff for peer to peer discussions to increase use of MAT
  - Develop outcome measures (increase in use of MAT medications and re-admission data)
- ✓ **National quality improvement study for NCQA**



Dr. Henschen is a passionate advocate for the benefits of MAT as part of an individual’s overall treatment plan.

# Special presentations



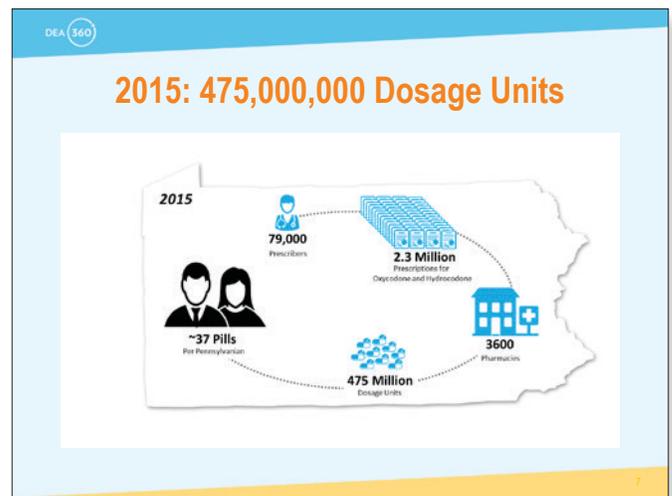
Drug Enforcement Administration (DEA)

## Understanding the worst drug epidemic in our history: The link between prescription opioid and heroin abuse

Joseph Moses, supervisory special agent

The DEA presentation included several impactful videos that demonstrated how devastating this epidemic has become for many families and communities. Other aspects of his presentation included:

- Targeting the supply & demand problem
- Heroin: The primary drug of concern
- Fentanyl, Carfentanil and related substances
- Naloxone
- DEA 360 strategy
  - Addressing prescription opioid and heroin
  - Targeted enforcement
  - Diversion control
  - Community outreach
  - Operation Prevention (OperationPrevention.com)



Dosage units are a significant problem across Pennsylvania.

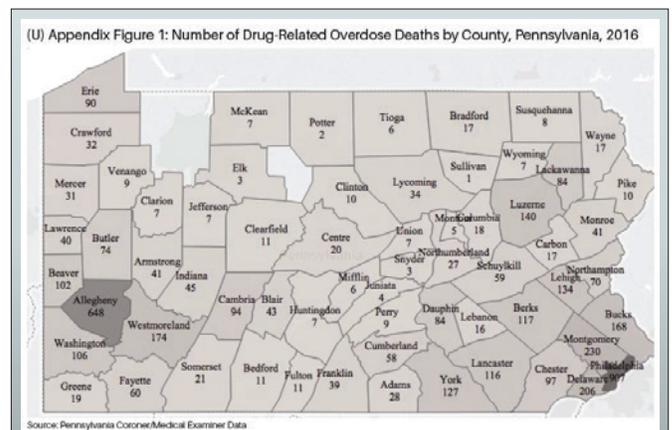


## Office of Attorney General Statewide drug initiatives

Steve Forzato, deputy chief

Deputy chief Forzato offered insight and tangible examples regarding about the proactive efforts underway by the Office of Attorney General to aggressively pursue solutions to the opioid epidemic. He highlighted the following areas of focus:

- To have a collaborative, multi-disciplinary approach
- The importance of increased access to addiction treatment and recovery options
- Drug deactivation and disposal pouches



This epidemic does not discriminate, it has truly impacted families and communities across Pennsylvania.

# Fireside Chat

## Federal policy and opioid solutions

Lou Parrott, M.D., Ph.D. (Moderator)  
Brian Coyne & Charley Curie (Panelists)



From left to right: Lou Parrott, Charley Curie and Brian Coyne engaged in a discussion during the Fireside Chat

Here are a sampling of the initial questions that were followed by audience questions:

1. In light of recent announcements from the current administration, how can we begin to describe and frame the current opioid epidemic we are experiencing?
2. Could you talk a little about some of the big policy issues being debated? For example: block grants, medicaid expansion, essential health benefits, cost sharing subsidies and the individual market. And how might these issues also affect efforts to combat the opioid crisis?
3. There are so many advances in the use of digital/mobile/online interventions in healthcare service delivery. How is addiction treatment being impacted by this technology and how will it change how treatment is delivered in the future?
4. The opioid epidemic is now being recognized as a national crisis, with much analysis focused on the general population. However, what special considerations need to be made for certain sub-populations with OUD, like medical professionals, first responders, pregnant patients, etc?

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*Lou Parrott M.D., Ph.D. has been an ABPN Board Certified Medical Director with Magellan since 2011. In his current role as the VP Medical Director, he oversees all physician advisor management and physician review activities across corporate behavioral health, as well as guidance regarding quality, customer, network, utilization, government, and stakeholder interactions in the Northeast region. Dr. Parrott received his M.D. and Ph.D. through Case Western Reserve University's Medical Scientist Training Program and completed University of Pennsylvania's Psychiatric Residency Program.*

*Brian joined Magellan in his current role in January 2017. Brian has spent his professional career in government and politics. Most notably, he served as chief of staff of the U.S. Social Security Administration from 1994 to 2001 and as deputy chief of staff to Rhode Island Governor Bruce Sundlun from 1991-1994. He has also served on the Robert Wood Johnson Foundation National Advisory Committee for the Executive Nurse Fellows Program since 2010.*

*Charley is the principal and founder of the The Curie Group, LLC, a management and consulting firm specializing in working with national and international leaders in public and private healthcare. In particular, he focuses on mental health services and substance use treatment and prevention arenas, to facilitate the transformation of services and to attain increasingly positive outcomes in the lives of people worldwide.*

# Magellan Cares Foundation

During the conference luncheon, the Magellan Cares Foundation recognized three local non-profit organizations currently leading initiatives to combat the opioid epidemic with individual grant awards in the amount of \$5,000 per organization.

The grant recipients were as follows:

- Cranberry Township EMS, Butler County
- Drugs Kill Dreams, Armstrong County
- Karns City Communities That Care, Butler County



*Pictured from left to right are representatives from Cranberry Township EMS, Karns City Communities That Care and Drugs Kill Dreams, along with Diane Marciano.*

**Each grant recipient received their award and shared a brief overview of their organization.**

*Cranberry Township EMS*, with over 3,800 emergency and non-emergency responses annually, the Cranberry Township EMS prides itself on being a community oriented Emergency Services agency.

*Drugs Kill Dreams*, was created on the premise that with raising the level of prevention awareness, the local community will experience a decrease in addiction and crimes committed by people with an addiction.

*Karns City Communities That Care*, this organization is a joint venture between the Butler County Human Services and Drug & Alcohol Department, and the Karns City Area School District. They aim to reduce substance use, improve positive youth outcomes and make the close knit group of towns across the school district a better place to live and work.

**“We would like to express our sincere thanks to the Magellan Cares Foundation.”**

*– County of Butler Board of Commissioners*

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*The Magellan Cares Foundation, a 501(c)(3) organization, focuses on efforts to improve access to quality healthcare and related social supports. The foundation supports programs and initiatives in four areas: national or large-scale health access and quality improvement initiatives; efforts that help to improve the social supports around a quality healthcare system, such as access to housing, food, clothing or self-improvement opportunities; local efforts, including legacy initiatives supported by Magellan Health’s employees and; efforts to support America’s military service members, veterans and wounded warriors.*

# Media outreach and coverage

## State taking opioid epidemic head on *Officials working to lessen prescription painkiller abuse*

By Steve Ferris, Eagle Staff Writer

Dr. Rachel Levine, acting secretary of health and physician general, outlined the state's latest efforts in the battle against overdose deaths at the Western Pennsylvania Opioid Education Conference. "We have been overprescribing opioids for relatively minor pain," Levine said. "We have to learn to use opioids more carefully; more judiciously."



*Jeff Kelly, with Cranberry Township EMS, asks a question during Wednesday's Western Pennsylvania Opioid Education Conference at the Regional Learning Alliance Learning & Conference Center in Cranberry Township.*

The headline, quote, picture and caption appeared within a full story in the Butler Eagle (a Butler County, PA newspaper), Oct. 26, 2017

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## Attendee feedback

"Excellent information presented."

"I gained knowledge and insight."

"The conference was educational."

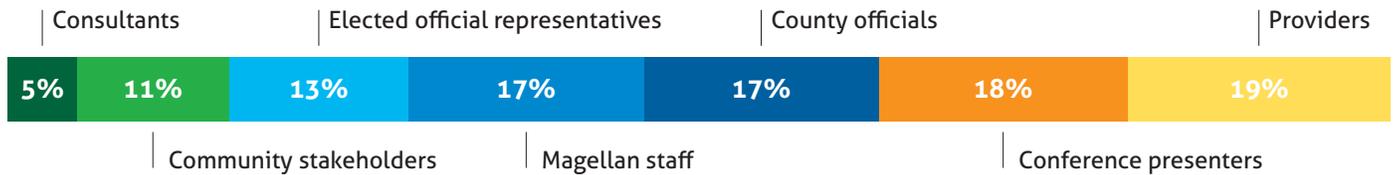
"The content of the speaker was excellent."

"I found the presentation informative and engaging."

"The Magellan Healthcare group is beyond proactive."

"It was great to hear firsthand from the EMT."

# Conference participation and post-conference questionnaire



## A post-conference questionnaire was completed by attendees

Here is a sampling of the questions and results:

How satisfied are you with your overall experience at this conference?	<b>100%</b> very satisfied/satisfied
How satisfied are you with the quality of the speakers/material presented?	<b>100%</b> very satisfied/satisfied
Do you feel that this conference provided solutions-focused information related to the opioid epidemic?	<b>Yes – 87%</b>
Following the conference, please rate your impression of Magellan Health as a thought leader related to the opioid epidemic.	<b>100%</b> very favorable/ somewhat favorable
If Magellan Health invites you to a future education-focused conference, would you be willing to attend?	<b>Yes – 100%</b>
How do you rate the conference in the following areas? • Conference facility • Organization of conference	<b>100%</b> very satisfied/satisfied



*Stay tuned for more information about*

# Magellan Healthcare's Pennsylvania Conference Fall of 2018

**FOR MORE INFORMATION:**

Visit [www.magellanhealthcare.com/medicaid/oct2017conference](http://www.magellanhealthcare.com/medicaid/oct2017conference)  
to view all of the 2017 conference presentations.

For more information about Magellan's presence in Pennsylvania,  
contact Diane Marciano at [DEMarciano@MagellanHealth.com](mailto:DEMarciano@MagellanHealth.com).

