

# ColoradoMAT Communications Toolkit



## Starting Buprenorphine in the ED

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Colorado Hospital Association (CHA) has developed a toolkit intended to help hospitals communicate to various audiences about ColoradoMAT, which gives guidance and resources for starting a buprenorphine-based medication assisted therapy (MAT) program from the emergency department. It provides three communication tools to assist partner organizations, including hospitals, in effectively messaging the purpose and goals of ColoradoMAT. The following communications are included:

- Clinical internal communication
- Non-clinical internal communication
- Community communication

For communications questions, contact the CHA Communications Team at 720.330.6044 or [cha.communications@cha.com](mailto:cha.communications@cha.com).

For ColoradoMAT program questions, contact John Savage, CHA director of quality improvement and patient safety at [john.savage@cha.com](mailto:john.savage@cha.com).

## Clinical Communication

### **Subject: [ORGANIZATION NAME] is Participating in ColoradoMAT**

Overdose is the number one cause of death in Americans under the age of 50, and Colorado is at the center of the U.S. opioid epidemic with the 12th highest rate of misuse and abuse of prescription opioids across all 50 states. From 2010 to 2018, there were nearly 4,000 overdose deaths in Colorado related to prescription opioid or heroin use. Opioid misuse is highly prevalent, in 2017 there were 13.9 emergency department (ED) visits per every 100,000 Coloradans related to heroin and 17.5 per every 100,000 Coloradans related to prescription opioids. The ED presents an important opportunity to intervene and halt the cycle of addiction and overdose by initiating medication assisted treatment (MAT) for opioid use disorder (OUD).

ColoradoMAT is a new initiative, led by Colorado Hospital Association, that serves as a guide to ED administrators and frontline clinicians on how to start an ED MAT program and provide MAT in the acute care setting. Colorado EDs can serve as a primary access point for initiating treatment of OUD and are committed to decreasing overdose deaths and addressing the opioid epidemic through expanded access to treatment.

[ORGANIZATION NAME] has elected to participate in ColoradoMAT. Our goal is to help provide better, lifesaving care to patients with opioid use disorder. We are committed to doing our part to help end the opioid epidemic in our community and our state. Through our participation in ColoradoMAT and the launch of our MAT program we hope to revolutionize our treatment of patients in opioid withdrawal, initiate patients on buprenorphine and provide a clear path into long term recovery.

As a participant in this initiative, [ORGANIZATION NAME]'s ED has agreed to:

- Train ED clinicians on how to use initiate patient on MAT
- Establish protocols on initiation of MAT for suitable patients
- Establish relationships with outpatient addiction treatment centers

For questions, contact [ORGANIZATION'S POINT OF CONTACT].

## Non-clinical Communication

### **Subject: [ORGANIZATION NAME] is Participating in ColoradoMAT**

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For questions, contact [ORGANIZATION'S POINT OF CONTACT].

## Community Communication

### **Subject: [ORGANIZATION NAME] is Participating in ColoradoMAT**

[ORGANIZATION NAME] has elected to participate in a ColoradoMAT, a new initiative to treat opioid addiction and opioid use disorders through our emergency department (ED). We are proud to now offer buprenorphine and medication assisted therapy to patients struggling with opioid addiction. Our goal is to provide better, lifesaving care to patients with opioid use disorders.

We are committed to doing our part to help end the opioid epidemic in our community and our state. Through our participation in ColoradoMAT and the launch of our MAT program, we hope to help revolutionize the treatment of patients in opioid withdrawal, initiate patients on buprenorphine and provide a clear path into long-term recovery.

Overdose is the number one cause of death in Americans under the age of 50, and Colorado is at the center of the U.S. opioid epidemic with the 12th highest rate of misuse and abuse of prescription opioids across all 50 states. From 2010 to 2018, there were nearly 4,000 overdose deaths in Colorado related to prescription opioid or heroin use. Buprenorphine and MAT are proven treatments for opioid addiction and opioid use disorders and can help reduce mortality by over 50%.

For questions, contact [ORGANIZATION'S POINT OF CONTACT]