

Colorado's Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE)

Communication Toolkit

Contacts

Julie Lonborg, MS
CHA Vice President, Communications
and Media Relations
julie.lonborg@cha.com
720.330.6019

Cara Welch, MBA
CHA Director, Communications
cara.welch@cha.com
720.330.6073

Diane Rossi MacKay, MSN, RN, CPHQ
CHA Clinical Manager, Quality
Improvement
diane.rossimackay@cha.com
720.330.6058

Colorado Hospital Association (CHA) has developed a toolkit intended to help your hospital communicate to various audiences about the Hospital Medicine Pilot and Colorado's Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE). As a pilot site, it is important to communicate with patients, employees and the community about the status of the pilot, the intended outcomes and why participation is important.

This toolkit provides several communication tools to assist partner organizations, including your hospital, in effectively messaging the purpose and goals of the program. The following communications are included:

- Internal newsletter article
- Press release
- Staff emails
- Website content
- Media talking points



Internal Newsletter Article

The opioid epidemic has been a focus of health care discussions recently, and rightfully so. According to the National Survey on Drug Use and Health, Colorado is at the forefront of the nation's opioid epidemic with the 12th highest rate of misuse and abuse of prescription opioids across all 50 states. Colorado hospitals are in a strong position to integrate new, more effective pain management treatments that are tailored to each patient's unique pain experience while decreasing the potential risk of opioids.

We are committed to treating our patients' pain while reducing harm, which is why [ORGANIZATION NAME] has decided to participate in the Colorado's Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE) Hospital Medicine Pilot. This initiative employs new pain management guidelines, focusing on alternatives to opioids (ALTOs) as a first resort in treating painful conditions for the medical inpatient. [ORGANIZATION NAME]'s goal is to manage conditions with pain for our patients and return them to a maximum quality of life while recognizing and controlling the inherent risks of prescribing opioids.

CO's CURE Hospital Medicine pilot is being led by Colorado Hospital Association, Colorado Medical Society and the Colorado Consortium for Prescription Drug Abuse Prevention across 10 hospitals statewide and will be implemented on Oct. 1. Please support our providers and staff as we move to effect this change.

For questions, contact [ORGANIZATION CONTACT]



Press Release

FOR IMMEDIATE RELEASE

Media Contact
Organization Name
Phone Number
Email Address

[ORGANIZATION NAME] Announces Participation in Colorado’s Opioid Solution: Clinicians United to Resolve the Epidemic (CO’s CURE) Hospital Medicine Pilot

[LOCATION] – [DATE]

[ORGANIZATION NAME] has joined the Colorado’s Opioid Solution: Clinicians United to Resolve the Epidemic (CO’s CURE) hospital medicine pilot. [ORGANIZATION NAME]’s goal is to improve pain management for its patients and return them to a maximum quality of life while also recognizing and controlling the inherent risks of prescribing opioids. By joining this pilot program [ORGANIZATION NAME]’s clinicians are demonstrating their dedication to understanding and responding appropriately to their patients’ physical and emotional symptoms of pain, in addition to taking steps to help the community combat the ongoing opioid epidemic.

This pilot implements components from the *Colorado Opioid Prescribing and Treatment Guidelines for the Medical Inpatient*, developed by the Rocky Mountain Chapter of the Society of Hospital Medicine with guidance from Colorado Hospital Association, Colorado Medical Society and the Colorado Consortium for Prescription Drug Abuse Prevention. These guidelines include using alternatives to opioids (ALTOs) as a first line of defense in treating patients with conditions with pain before resorting to opioids.

[QUOTE FROM HOSPITAL SOURCE ABOUT WHY HOSPITAL CHOSE TO PARTICIPATE]

According to the National Survey on Drug Use and Health, 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. Colorado hospitals are in a strong position to integrate new, more effective pain management treatments that are tailored to each patient’s unique pain experience.

[ORGANIZATION NAME] is very pleased to be joining this effort to reduce the opioid epidemic in Colorado.

[ORGANIZATION BOILERPLATE]



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for Prescription Drug Abuse Prevention



ch|a
Colorado Hospital Association

Staff Emails

Hello staff,

[ORGANIZATION NAME] has joined the Colorado's Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE) Hospital Medicine Pilot. The purpose of this pilot is to reduce the administration of opioids while still treating pain appropriately through the use of alternatives to opioids (ALTOs).

This pilot implements components from the *Colorado Opioid Prescribing and Treatment Guidelines for the Medical Inpatient*, developed by the Rocky Mountain Chapter of the Society of Hospital Medicine with guidance from Colorado Hospital Association, Colorado Medical Society and the Colorado Consortium for Prescription Drug Abuse Prevention. These guidelines include using ALTOs as a first line of defense in treating patients with painful conditions before resorting to opioids.

[ORGANIZATION NAME] will launch this program on Oct. 1 in the inpatient units and looks forward to seeing the positive impact these new guidelines will have on our patients and our community.

Please support our clinicians and staff as we move to implement this pilot.

Thank you for your excellent care,
[SIGNATURE]



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Staff Emails Continued

Hello staff,

Our organization has successfully implemented the Colorado's Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE) hospital medicine pilot! Starting on Oct. 1, our clinicians began using the alternative to opioids (ALTO) treatment guidelines to reduce the administration of opioids while still treating our patients' pain effectively. [ORGANIZATION NAME] is very pleased to be bringing this change into our hospital and to our community as a whole.

This is an important step in reversing the opioid epidemic in Colorado. The issue is impacting far too many members of our community, and it is time that we begin to lead the change; it is our responsibility to our patients and to our community. We will continue to update you as we progress through this pilot.

Thank you for supporting our clinicians and staff through this transition and for your ongoing dedication to our patients.

[SIGNATURE]



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Website Content

Recommended placement – Announcement on homepage

[ORGANIZATION NAME] is a participant in the Colorado Opioid Solution: Clinicians United to Resolve the Epidemic (CO's CURE) hospital medicine pilot. This program aims to reduce the administration of opioids in Colorado hospital inpatient settings. [ORGANIZATION NAME]'s goal is to help patients improve pain management, return them to a maximum level of function and independence and ultimately, restore their quality of life. Our hospital and clinicians are committed to understand and individually treat patients' physical and emotional symptoms of pain.

According to the National Survey on Drug Use and Health, 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. Colorado hospitals are in a strong position to integrate new, more effective pain management treatments that are tailored to each patient's unique pain experience.

CO's CURE is led by Colorado Hospital Association, Colorado Medical Society and the Colorado Consortium for Prescription Drug Abuse Prevention.

For questions, contact [ORGANIZATION CONTACT – ONE-POINT PERSON IS RECOMMENDED].

Optional Reactive Message:

In the event that questions/criticism is received about the facility being "opioid free" and not being able to help patient that may need an opioid, this message might be helpful.

- [ORGANIZATION NAME] is not changing to be "opioid free." We still recognize that there are patients and conditions that are appropriate to treat with opioids and will offer them if alternative therapies fail. Our providers and staff will continue to accommodate all patients' needs.



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Media Talking Points

Key Messages:

- [ORGANIZATION NAME] is proud to join the CO's CURE initiative, a pilot taking place in 10 hospitals that allows hospitals to expand the successful work in the emergency department and continue to become part of the solution to the opioid epidemic.
- Through our partnership with CHA, [ORGANIZATION NAME] now has the ability to treat pain in ways that are evidence-based without unnecessarily exposing identified inpatients to the risks associated with opioids.
- Minimizing patients' initial exposure to opioid medications is a crucial step in every hospital's role to fight the opioid epidemic and we believe it is important to implement this pilot because of the positive impact it can have on the community we serve.

Optional Reactive Message:

In the event that questions/criticism is received about the facility being "opioid free" and not being able to help patient that may need an opioid, this message might be helpful.

- [ORGANIZATION NAME] is not changing to be "opioid free." We still recognize that there are patients and conditions that are appropriate to treat with opioids and do offer them if alternative therapies fail. Our providers and staff will continue to accommodate all patients' needs.



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