

OPIOIDS

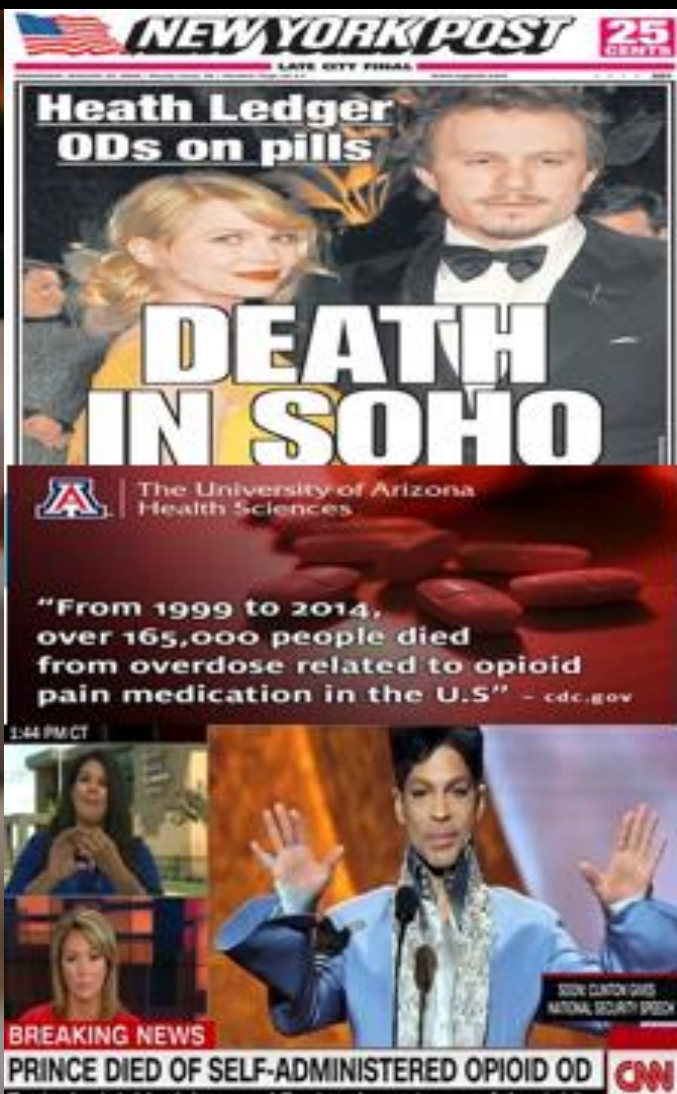
Tolerance

Dependence

Addiction

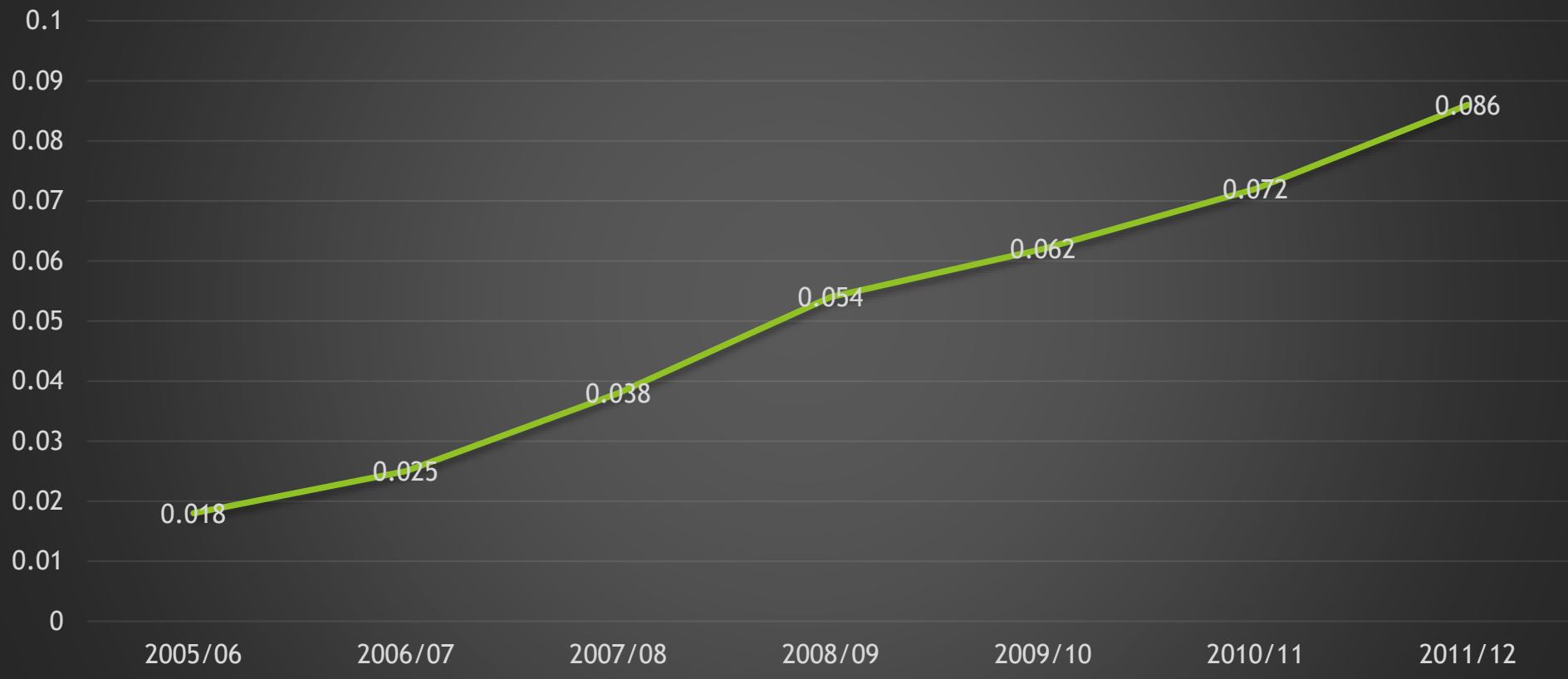
80%

OPIOIDS



OPTIODS

Rate of prescription per patient count per year





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How is an enhanced feedback intervention to reduce opioid prescribing perceived and acted upon in primary care?

Dr Sarah Alderson

University of Leeds, UK

Campaign to Reduce Opioid Prescribing Process Evaluation

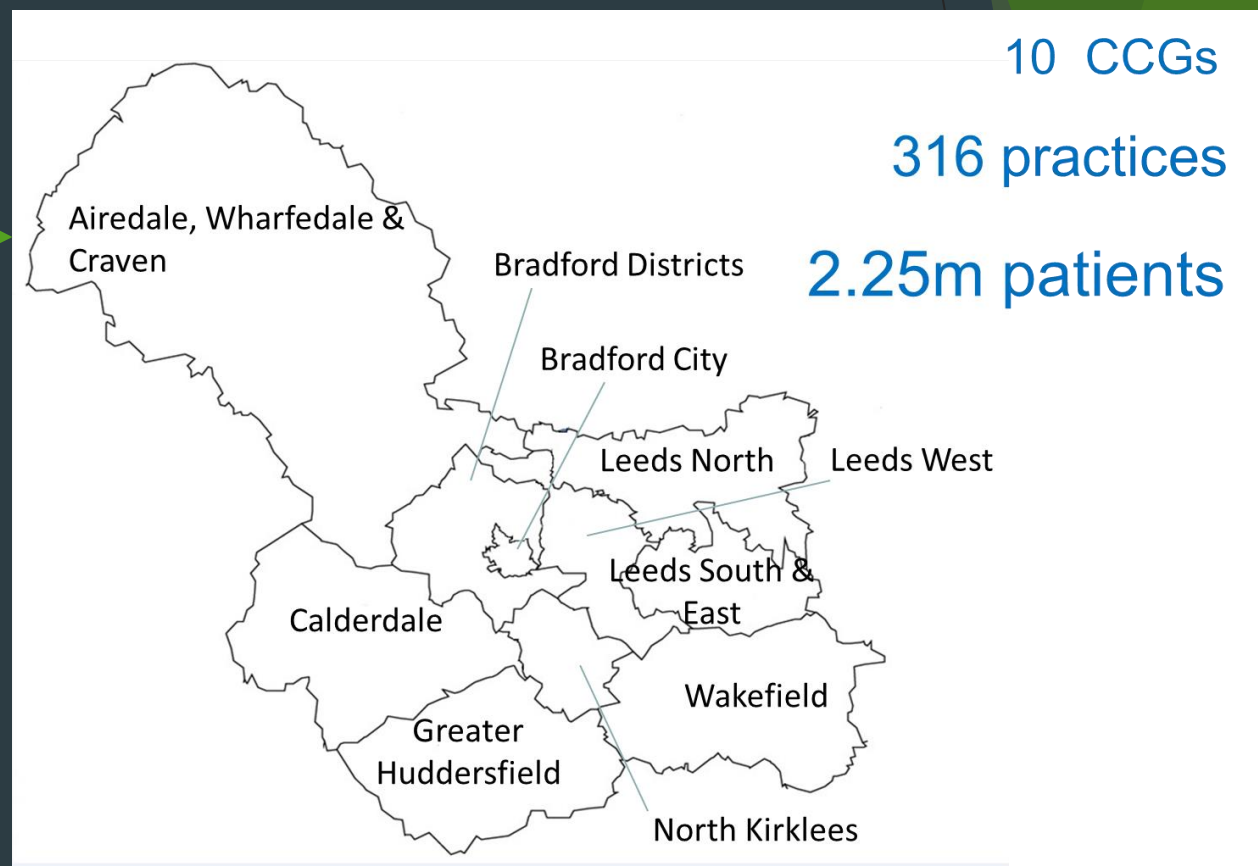
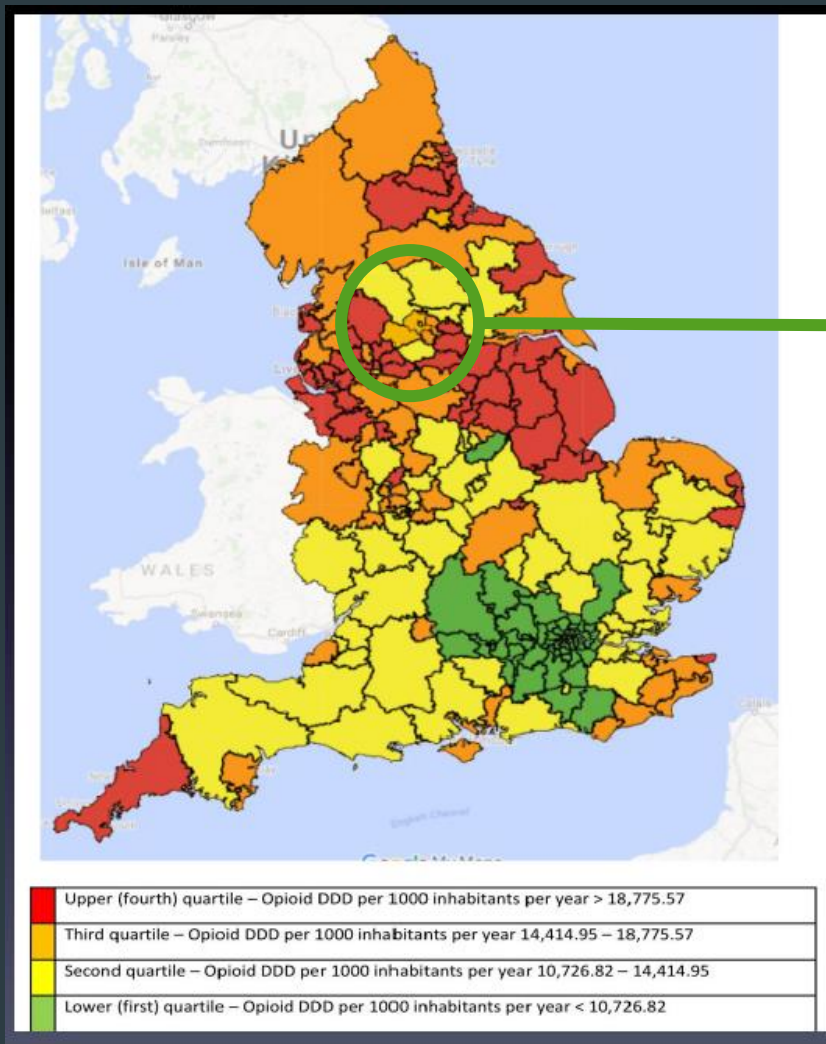


CROP

Campaign to Reduce
Opioid Prescribing



Campaign to Reduce Opioid Prescribing



Campaign to Reduce Opioid Prescribing



Can your practice review and reduce opioid prescribing?

Dear Practice Manager and colleagues,

Many doctors and professional bodies are concerned about rising opioid prescribing in general practice. Much of this prescribing is for chronic non-cancer pain, which is often difficult to treat. However, there is little evidence for the effectiveness of opioids in chronic pain but accumulating research indicating that the harms of opioids to patients can outweigh benefits. As well as addiction, prescribed opioids are associated with higher risks of hospitalisation and premature death.

Therefore, we are undertaking a major Campaign for the Reduction of Opioid Prescribing (CROP) across West Yorkshire to reduce opioid prescribing for chronic pain. We recommend that all general practices review and, where clinically appropriate, reduce opioid prescribing. You will receive regular feedback to your practice on your current levels of opioid prescribing. This is the first report for your practice.

We invite you to review your practice's prescribing of opioids and ways of avoiding initiation of long term opioid prescribing.

Please distribute this report to all prescribers within your practice team and identify a time to discuss it at a practice meeting.

The CCG will provide ten copies of this report for your team, if you require more please contact [Name CCG contact email and telephone number]

Yours sincerely,
[Insert names and signatures of leaders of all partner organisations supporting the campaign]

Doctors' prescriptions are killing people, and this is an international problem, with rapid increases in opioid prescriptions in Canada, Australia, Germany, and the UK.

We could blame the marketing of big pharma, but the truth is that these deaths are the responsibility of doctors. We must put it right. Des Spence, GP. The painful truth: deaths and misuse of prescribed drugs BMJ 2011; 343 :d7403

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Comparators that reinforce desired behaviour

Recommend action consistent with priorities

Provided individual rather than general data

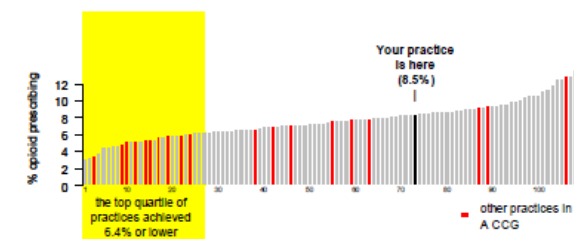
How is your practice doing?

1

Achievement in participating practices across West Yorkshire

The graph below demonstrates:

Your practice (black bar) and percentage of the practice population prescribed opioids (354%) in the last 8 weeks; a lower value indicates better clinical practice. The audit data exclude patients with a cancer diagnosis, on the palliative care register or drug addiction diagnosis.



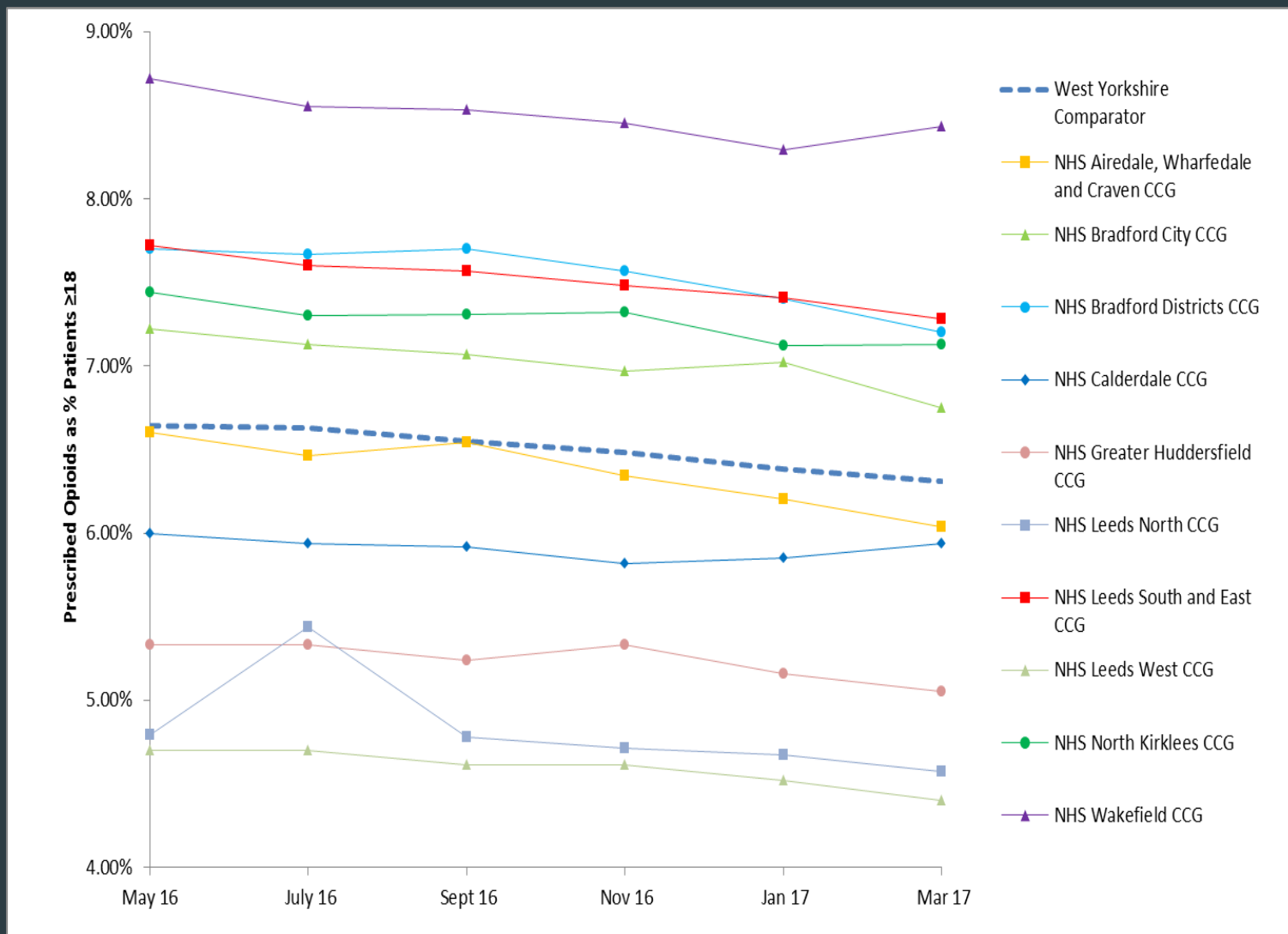
- Achievement throughout West Yorkshire overall (range 3.1 to 13.6%)
- The best achieving practices within West Yorkshire (yellow box – achieving 6.4% or below)
- Other practices within A CCG (red bars)

Your practice achievement on individual indicators:

Risk Factor	Number of patients
Prescribed strong opioids	14
Men aged under 30 years and prescribed strong opioids	2
Patients aged over 75 years and prescribed strong or weak opioid	37
Women aged over 65 years and prescribed strong or weak opioid	53
Polypharmacy (on 10 or more repeat prescriptions) and prescribed strong or weak opioid	93
All mental health diagnoses and prescribed strong or weak opioid	69
Severe mental health diagnoses and prescribed strong or weak opioid	6
Taking antidepressant and a strong or weak opioid	53
Taking benzodiazepines and a strong or weak opioid	35

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Campaign to Reduce Opioid Prescribing



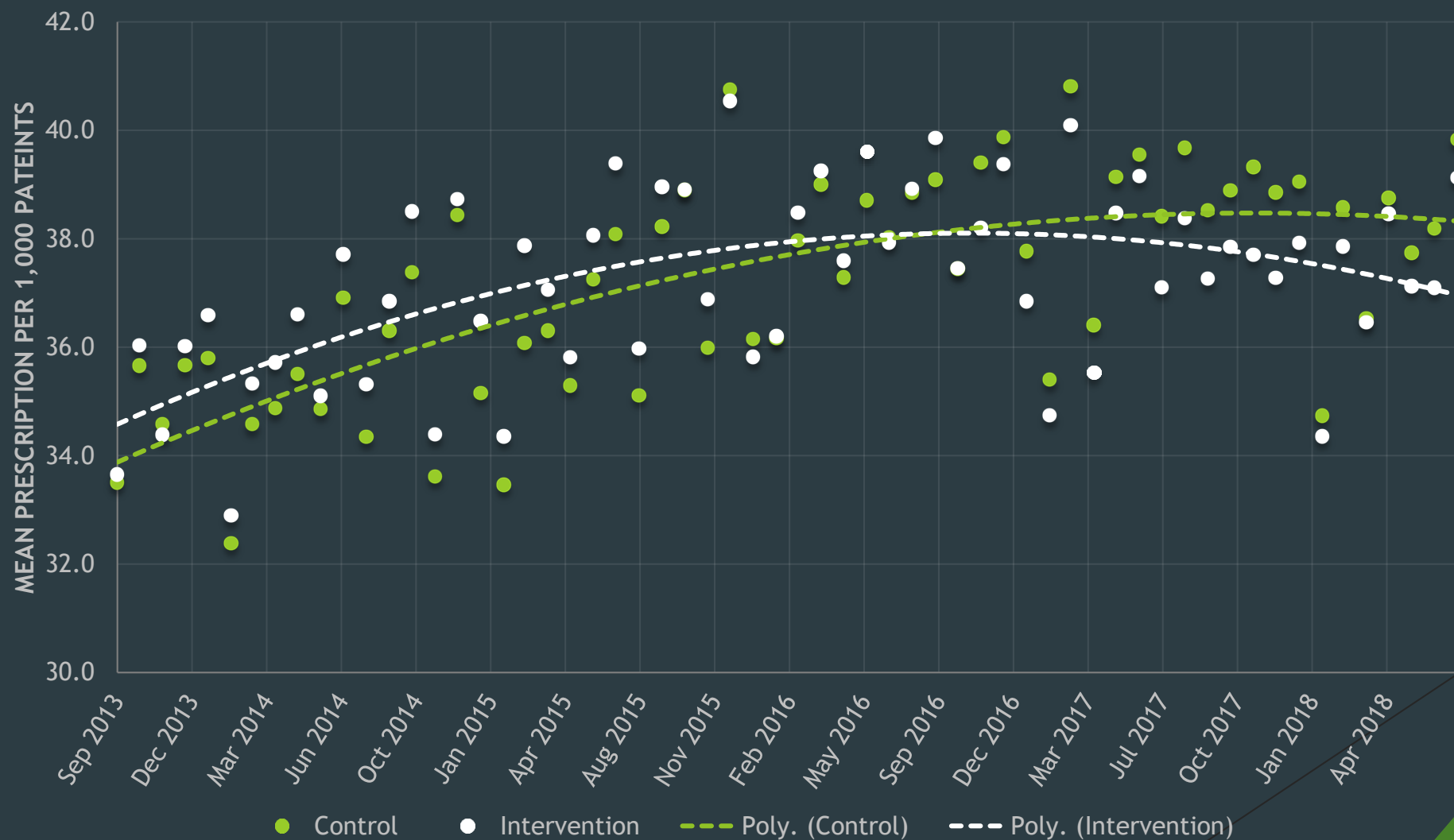
6.64%



6.31%

7000

Campaign to Reduce Opioid Prescribing



Pfizer

LYRICA® 150 mg

härda kapslar/kapseli, kova
Pregabalin/Pregabaliini

Säkerhetsförstuten
förpackning.
Turvasuljettu pakkaus.



56 härda kapslar
Varje hård kapsel innehåller 150 mg pregabalin
56 kova kapselia
Yksi kova kapseli sisältää 150 mg pregabaliinia





Process Evaluation

	High Initial Prescribers	Low Initial Prescribers
Decrease in prescribing	4	6
No change or increase in prescribing	4	6

Process Evaluation

Normalisation Process Theory

Coherence

- What is the work?

Cognitive Participation

- Who does the work?

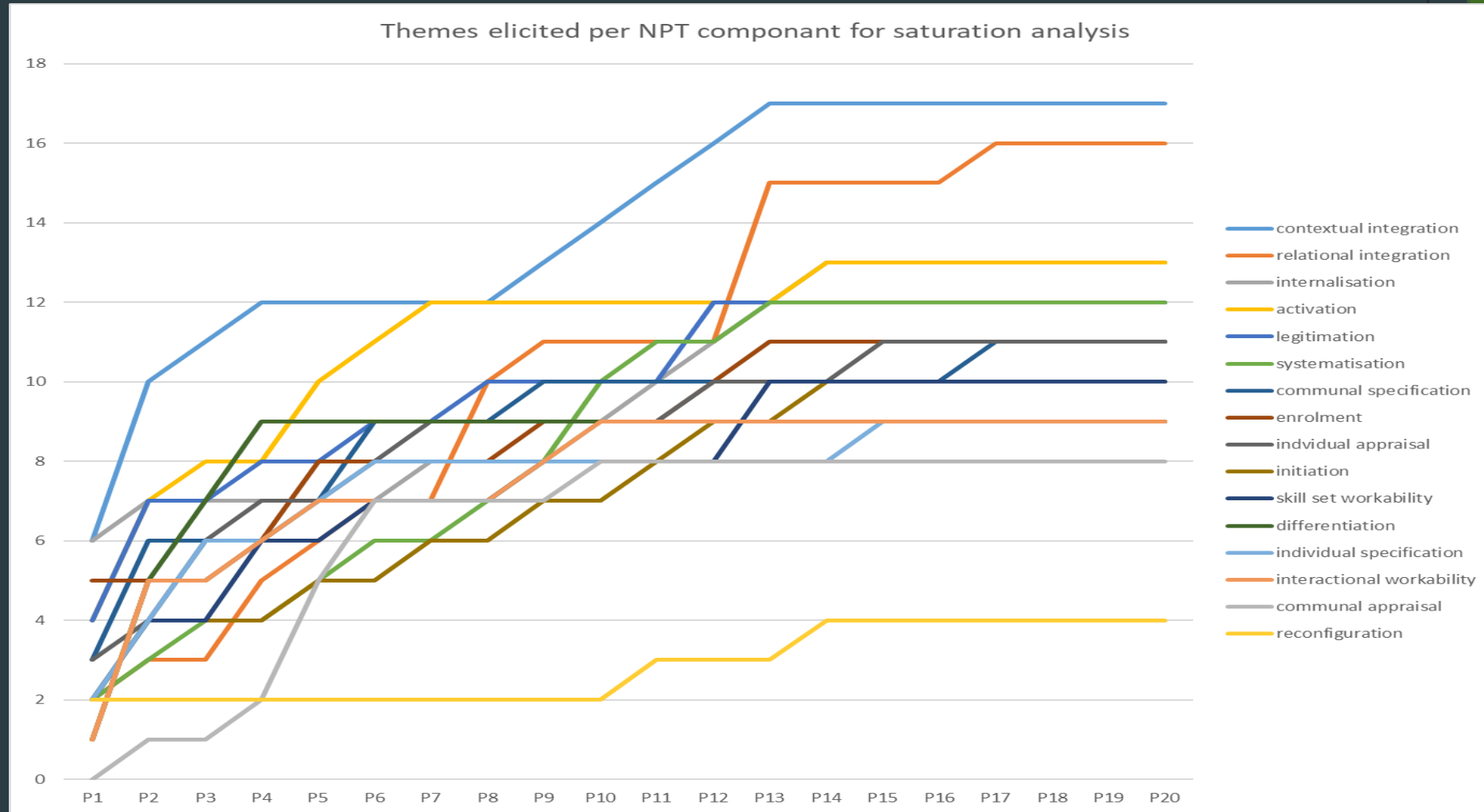
Collective Action

- How does the work get done?

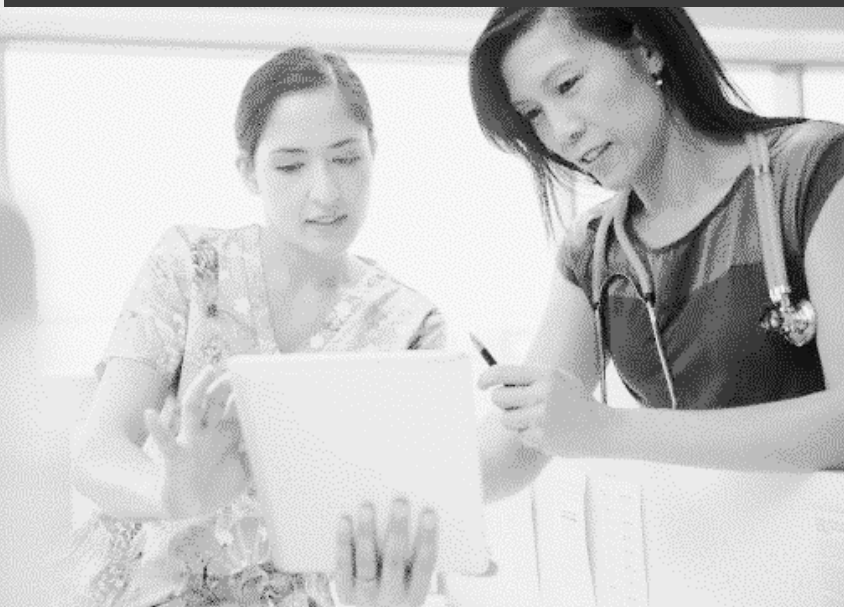
Reflexive Monitoring

- How is the work understood?

Process Evaluation



STRUCTURE



RISKS



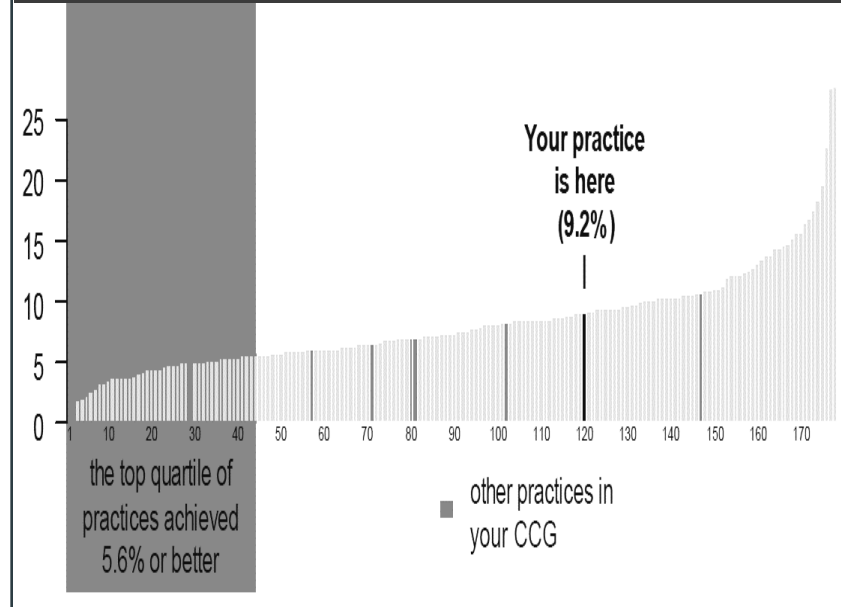
GATEKEEPING



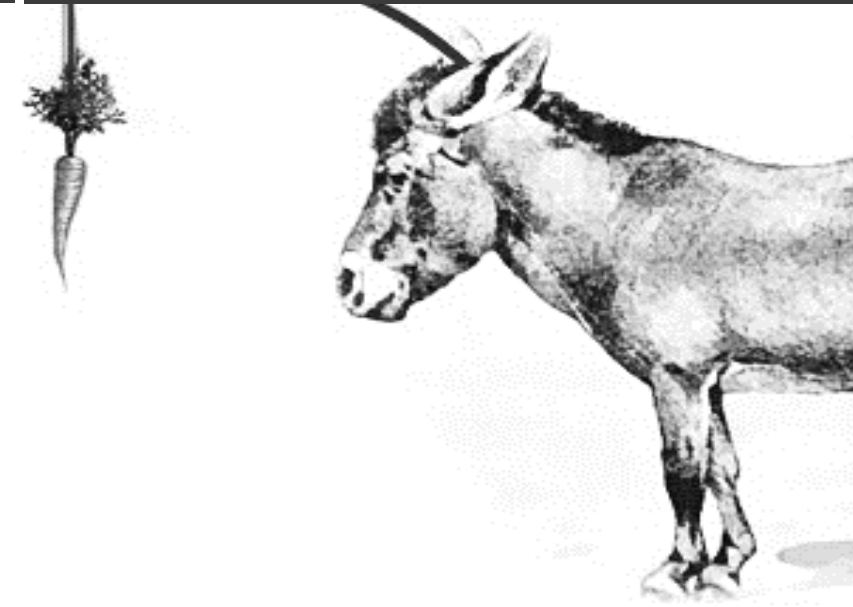
FORMAT



DATA



STYLE




**"So we took all views
and then we tried to
write a policy and
procedure around it
which we did! And
then we brought that
to a clinical meeting"**



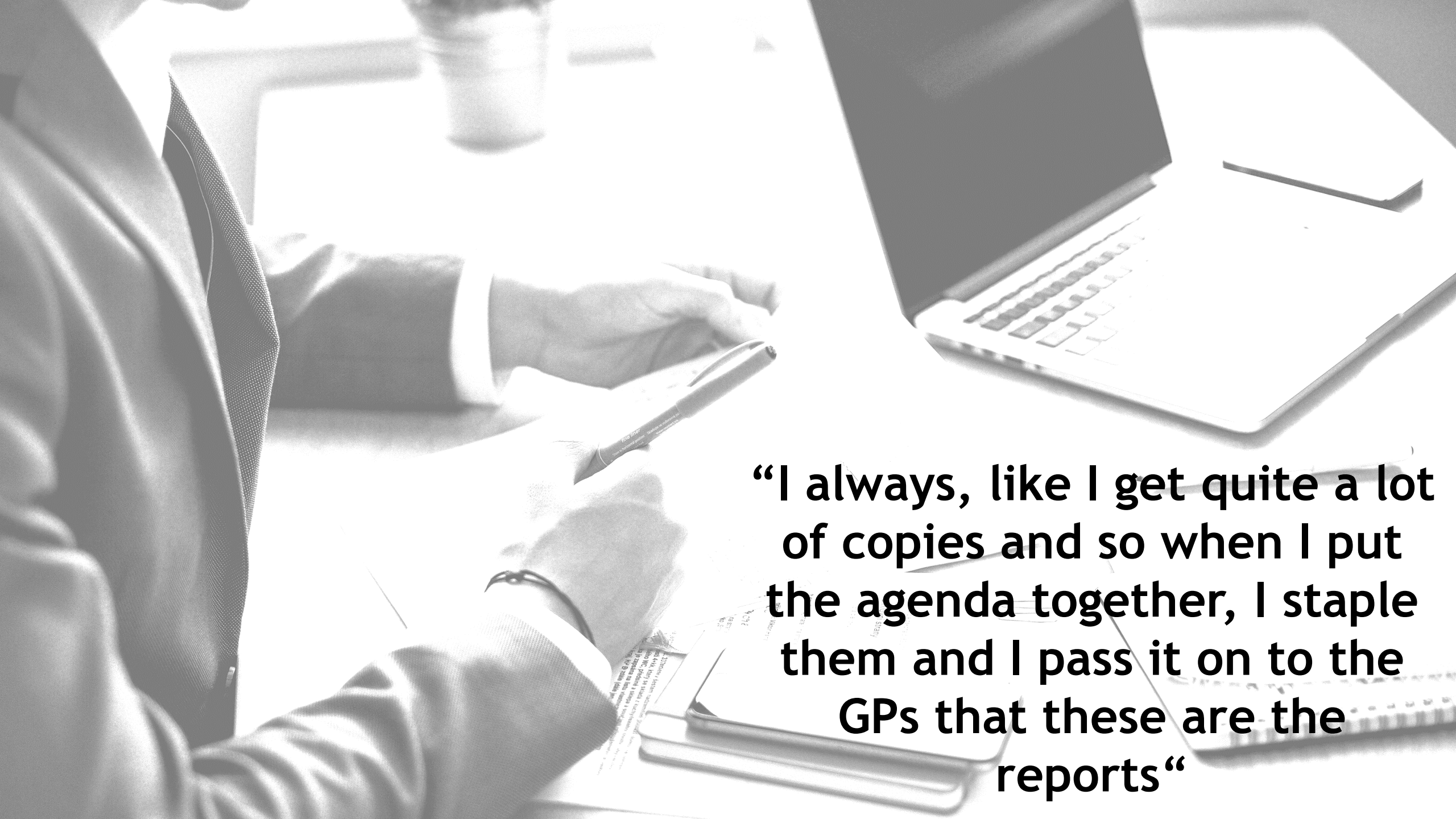


**"I think there's barriers about ...
patient satisfaction levels and
what patients want.**

**Particularly since we are
moving politically from clinical
excellence being recognised as
a key driver to GP practice, to
patient satisfaction."**

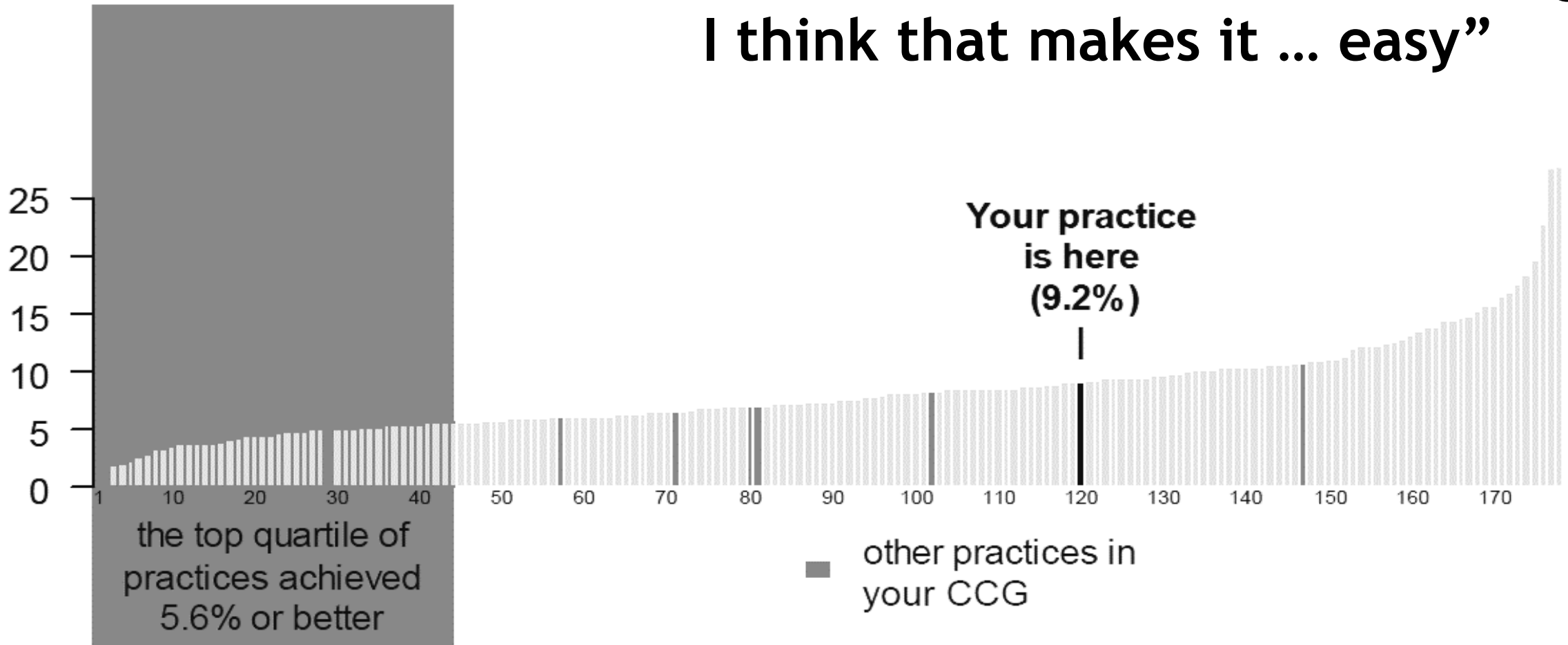


"So it was probably opened by one of the receptionists or our admin clerks...And they thought, they thought bin or common room? Bin or common room?"

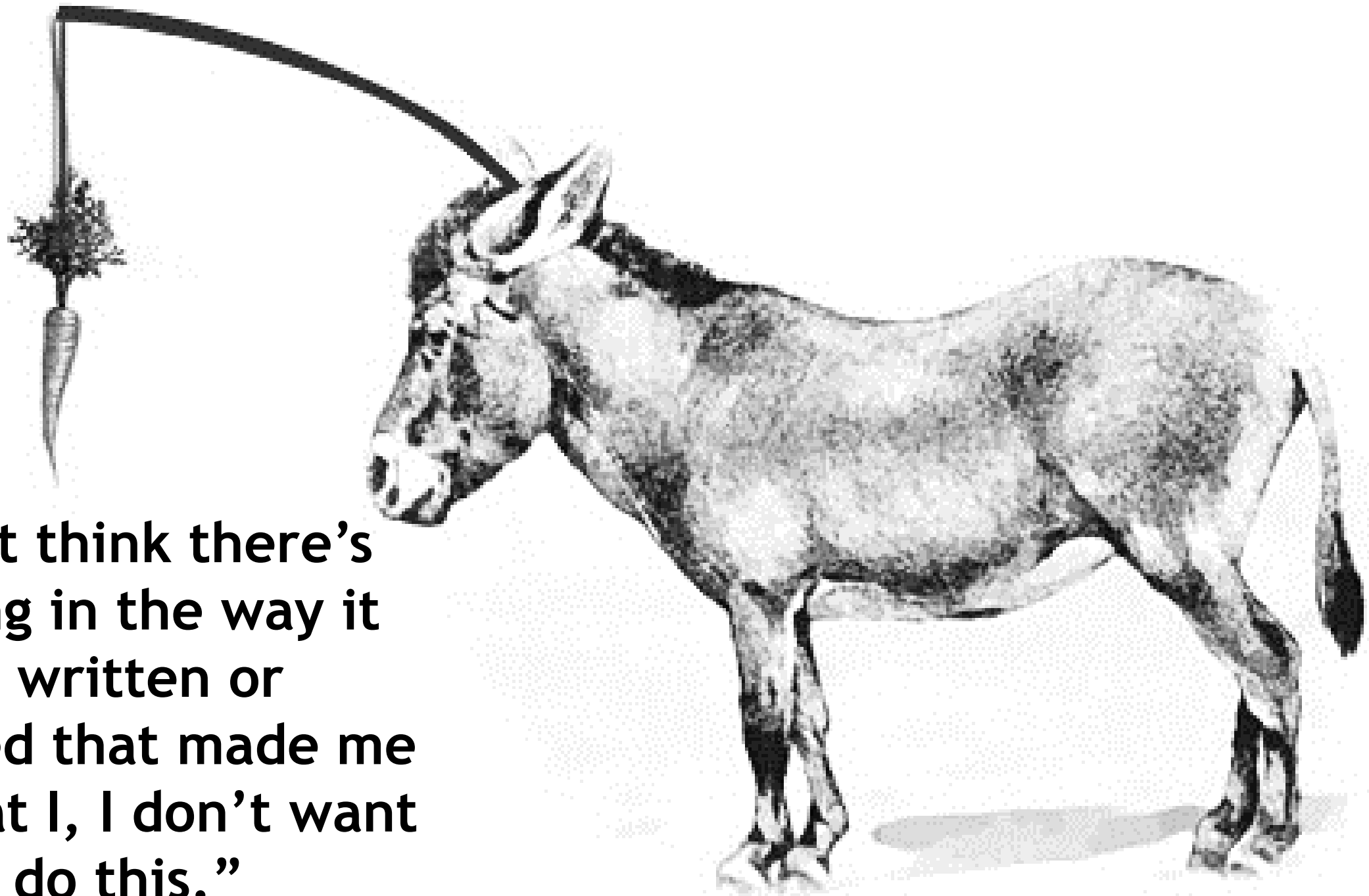
A black and white photograph showing a person in a suit and tie, seen from the side, sitting at a desk. They are holding a pen and writing in a notebook. A laptop is open on the desk to the right. The background is slightly blurred, showing a cup and other desk items. The lighting is bright, creating a professional atmosphere.

“I always, like I get quite a lot of copies and so when I put the agenda together, I staple them and I pass it on to the GPs that these are the reports”

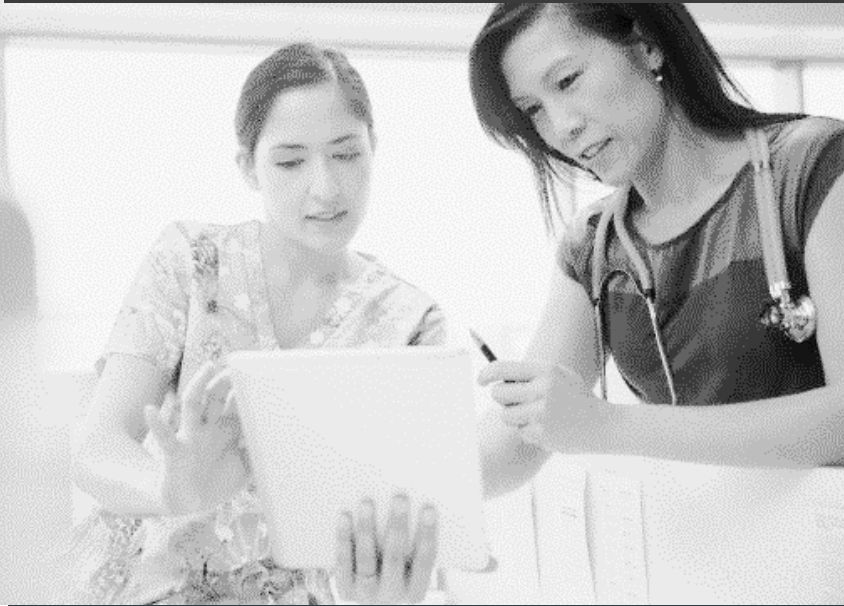
“[GPs are] so busy with everything I think when you’ve got something so clear, it’s like look! We’re there! Therefore we need to do something. I think that makes it ... easy”



**“I don’t think there’s
anything in the way it
was written or
presented that made me
think that I, I don’t want
to do this.”**



STRUCTURE



RISKS



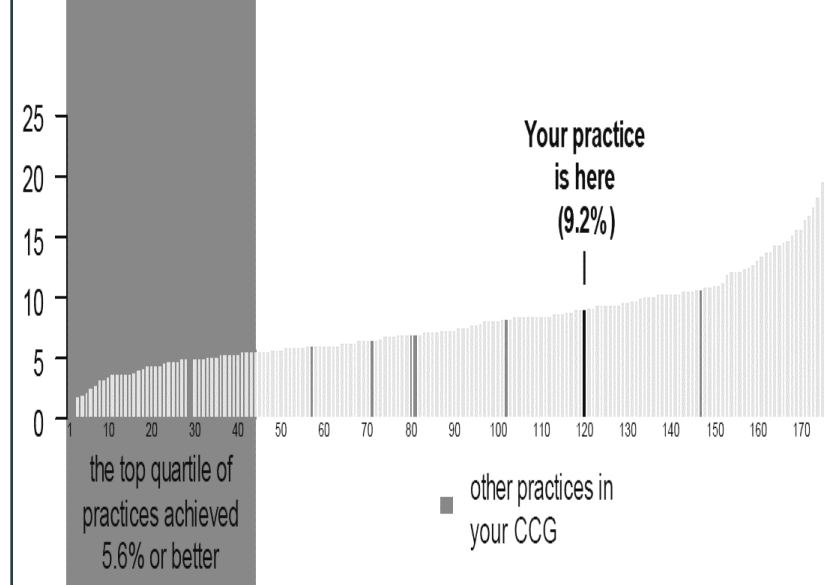
GATEKEEPING



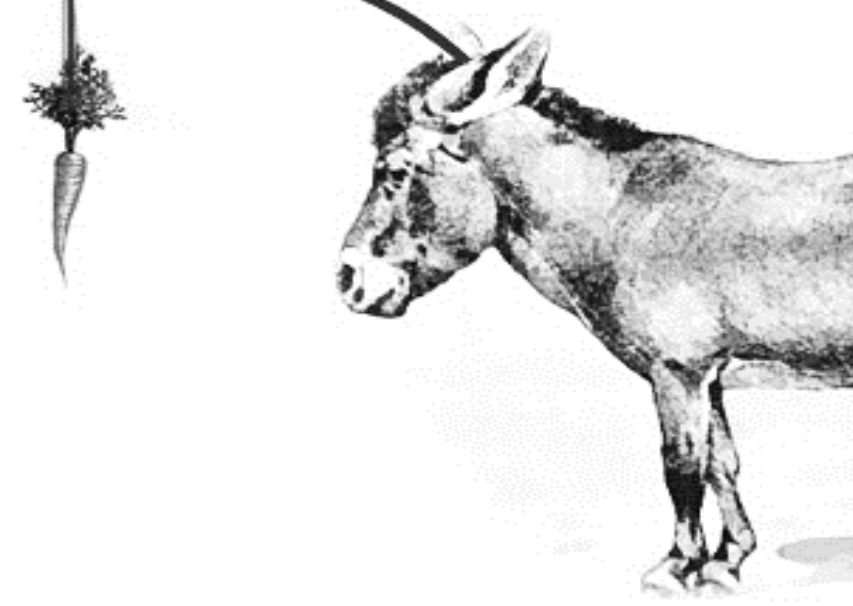
FORMAT



DATA



STYLE





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Thank you!