



Massachusetts Department of Public Health

Mandatory Use Compliance

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MA Prescription Monitoring Program



Massachusetts Department of Public Health

Topics for Discussion

Regulatory Mandates for Prescriber Compliance

- *“Read my Regs”*

Outreach efforts to Increase Utilization

- *“Social Media...a group of Millennials...and an Iconic Bear from the 50’s”*

Mandatory Use Compliance

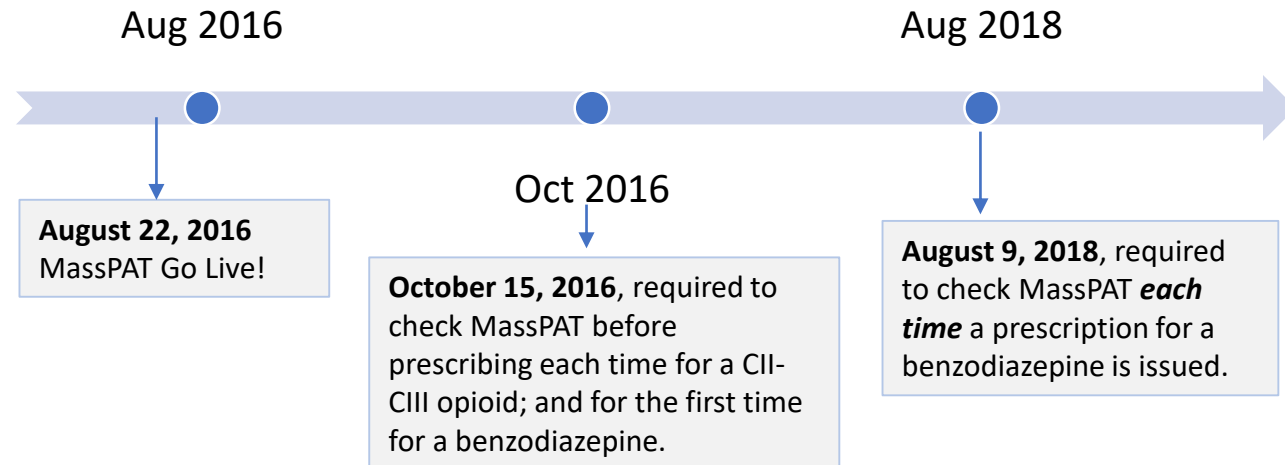
- *“It’s as easy as herding cats”*



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Regulatory Mandates for Prescriber Compliance

[Massachusetts General Laws Ch. 94C, Sec. 24A](#) requires a practitioner to utilize the prescription monitoring program each time a prescription is written for a Schedule II or III Opioid, and for all benzodiazepine medications.





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Outreach efforts to Increase Utilization

“MassPAT: It takes a minute”

In the fall of 2018 the MA PMP initiated an out reach campaign in an effort to raise awareness about the MassPAT system in the hopes of increasing its utilization. The overall theme was to broadcast a “positive message” to our providers, engaging them on a personal and professional level.

Contracting with a local Social Media agency we developed a series of media campaigns to be deployed across a variety of social media platforms. The strategy and guiding principle being, that “Compliance is driven by Awareness and Utilization.”





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Media Campaigns

YAHOO!

Mail News Finance Sports Politics Entertainment Lifestyle More...

MassPAT. It takes a minute. [Learn more](#)

Missing Tennessee girl found alive 700 miles from home

58 SECONDS

That's how long it took Anna's dentist to discover her opioid dependence.

Use the Massachusetts Prescription Awareness Tool whenever you prescribe an opioid. It'll not just tell you research shows it's lowering the number of opioid prescriptions -- and saving lives.

MassPAT. It takes a minute.

THE SALVATION ARMY

Bill Belichick preached Awareness to Patriots After Eagles-Bears Fumble Gaffe

Golden Globes 2019: 10 Snubs and Surprises

MassPAT. It takes a minute. [Learn more](#)



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57
SECONDS

That's how long it took
Linda's doctor to discover
her opioid dependence.

Use the Massachusetts Prescription
Awareness Tool whenever you prescribe
an opioid. It's not just the law: research
shows it's lowering the number of opioid
prescriptions – and saving lives.

MassPAT. It takes a minute.
For more information visit MassPAT.gov

A message from the
Massachusetts Department of Public Health

The MassPAT campaign generated over 11.5 million impressions across Display and Pre-roll tactics.

Use the Massachusetts Prescription Awareness Tool whenever you prescribe an opioid. It's not just the law: research shows it's lowering the number of opioid prescriptions – and saving lives.

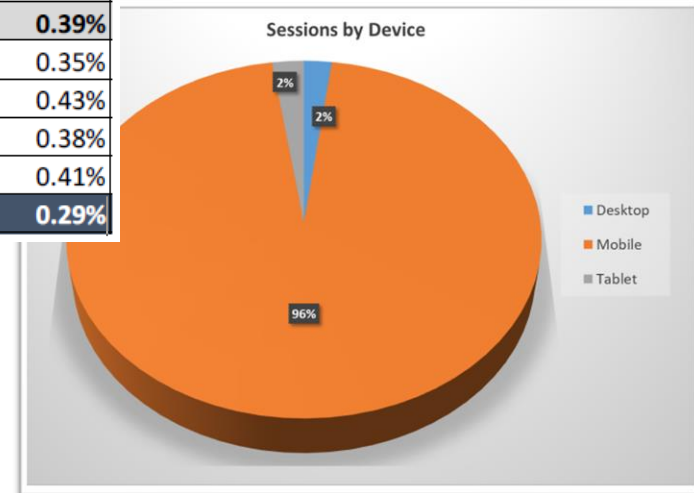


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Outreach efforts to Increase Utilization

MassPAT campaign delivered an average click-through rate (CTR) of .25%, **well above industry benchmarks.**

Audience Analysis	Impressions	Clicks	Click-Through Rate
Display	3,540,306	8,053	0.23%
Doctors Audience	880,356	2,026	0.23%
Dentist Audience	856,135	1,952	0.23%
Nurse Practitioner	937,943	2,119	0.23%
Physician Assistant	865,872	1,956	0.23%
Pre-Roll	2,054,587	8,056	0.39%
Doctors Audience	523,540	1,847	0.35%
Dentist Audience	510,895	2,183	0.43%
Nurse Practitioner	510,816	1,938	0.38%
Physician Assistant	509,336	2,088	0.41%
Totals	5,594,893	16,109	0.29%

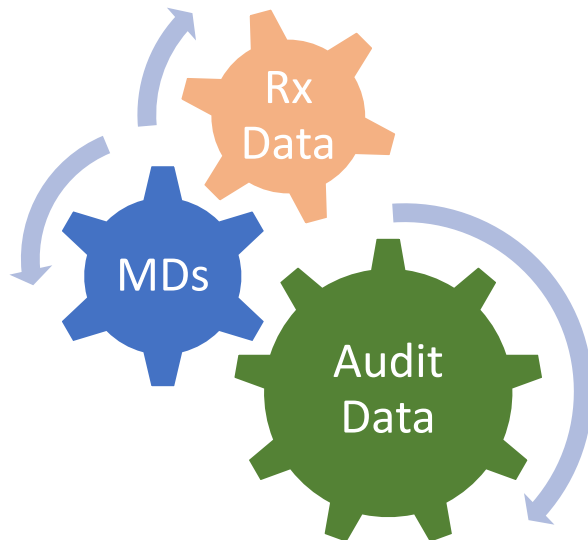




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Mandatory Use Compliance - Reporting and Analysis

MA PMP has ownership of daily transaction files, making it feasible to prepare reports allowing the program to compare and contrast Mandatory Use among prescribers for Schedule II and III Opioids.



Compliance Query Fundamentals:

Was a **search** conducted on a **patient** by the **prescriber, or delegate**, on or prior to the **written date** of the prescription?



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Mandatory Use Compliance - Reporting and Analysis

Modeling: Mandatory use reporting requires ample consideration of the search event and focuses on accurately deducing whether a search preceded the opioid prescription. Typically, it is expected that an opioid script is written immediately after searching the patient's prescription history. However, prescriber practices in MA have varied search protocols. While some prefer to search all the scheduled patients at once (once weekly), other may prefer to look up a patient history in real-time.

With these complications in modeling the mandatory use report, it is imperative to allow for a much broader range of allowances in favor of the prescribers. The MA report allows for 'anytime', 'anyone' look-up meaning that a script is compliant if it has been looked up 'anytime' prior to 'Date Written' by 'anyone' (prescriber or their delegates).



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Compliance Output Reports - Analysis and Considerations

Quarterly
Analysis

Individual
Prescriber

MassPAT
Functionality

Date Range

Specialty

Roles

User Activity

Drug Category

Geography

MA PMP has a great deal of flexibility in teasing out the compliance data. This flexibility allows the department to customize our outreach efforts and manage our messaging regarding noncompliance.



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Questions?

