Mandatory Use Compliance

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MA Prescription Monitoring Program
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”
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.

**Aug 2016**
- **August 22, 2016** MassPAT Go Live!

**Oct 2016**
- **October 15, 2016**, required to check MassPAT before prescribing each time for a CII-CIII opioid; and for the first time for a benzodiazepine.

**Aug 2018**
- **August 9, 2018**, required to check MassPAT *each time* a prescription for a benzodiazepine is issued.
Outreach efforts to Increase Utilization

“MassPAT: It takes a minute”
In the fall of 2018 the MA PMP initiated an outreach 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.”
Massachusetts
Department of Public Health

Media Campaigns
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.
Outreach efforts to Increase Utilization

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

<table>
<thead>
<tr>
<th>Audience Analysis</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Click-Through Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td>3,540,306</td>
<td>8,053</td>
<td>0.23%</td>
</tr>
<tr>
<td>Doctors Audience</td>
<td>880,356</td>
<td>2,026</td>
<td>0.23%</td>
</tr>
<tr>
<td>Dentist Audience</td>
<td>856,135</td>
<td>1,952</td>
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</tr>
<tr>
<td>Nurse Practitioner</td>
<td>937,943</td>
<td>2,119</td>
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<tr>
<td>Physician Assistant</td>
<td>865,872</td>
<td>1,956</td>
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<tr>
<td>Pre-Roll</td>
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<td>Doctors Audience</td>
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<tr>
<td>Dentist Audience</td>
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<tr>
<td>Nurse Practitioner</td>
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<tr>
<td>Physician Assistant</td>
<td>509,336</td>
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</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>5,594,893</strong></td>
<td><strong>16,109</strong></td>
<td><strong>0.29%</strong></td>
</tr>
</tbody>
</table>
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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?
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).
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.
Questions?