



**STRONGER THAN ADDICTION**

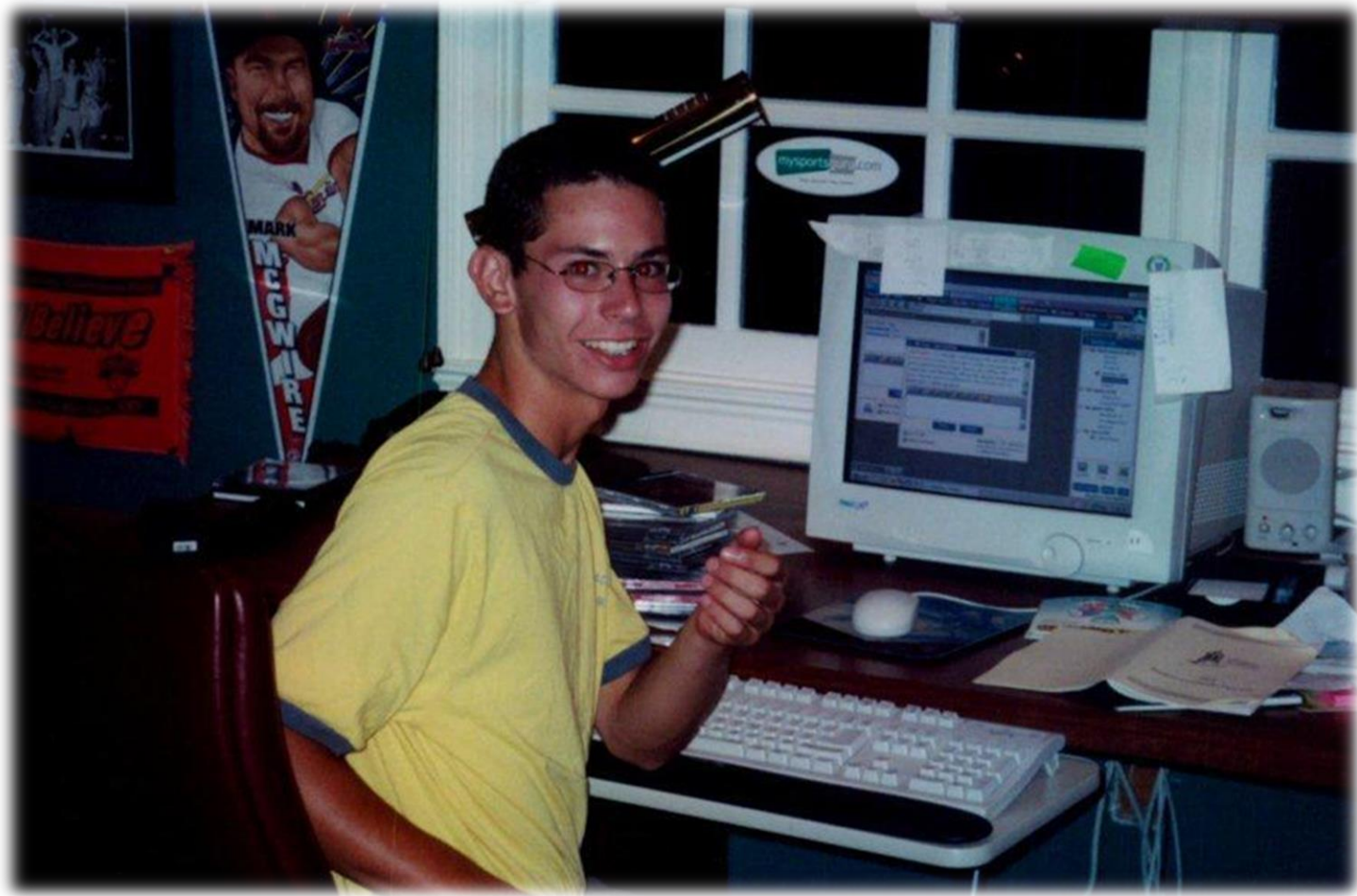
**Gary Mendell, Founder & CEO, Shatterproof  
Massachusetts Association of Health Plans**

November 22, 2019

# Raising My Family



# My Son, Brian





# Saving Lives - Advocacy

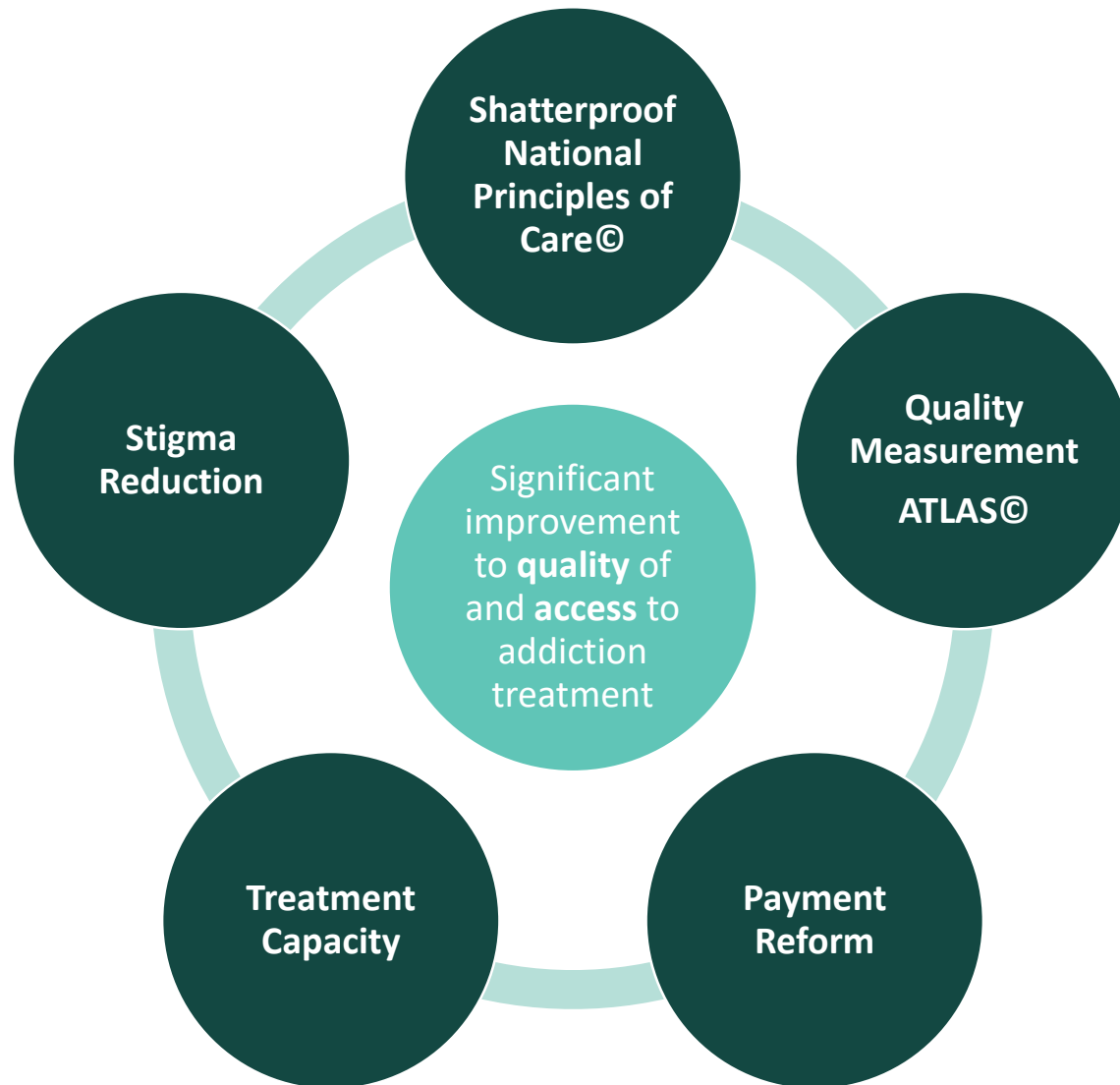




# Saving Lives – Largest Event Series in History



# Transforming Addiction Treatment



# Standardize Quality Expectations

## Shatterproof National Principles of Care<sup>©</sup>



#1. Routine screenings in every medical setting



#5. Coordinated care for every illness



#2. A personal plan for every patient



#6. Behavioral health care from legitimate providers



#3. Fast access to treatment



#7. Medication for addiction treatment



#4. Long-term disease management



#8. Recovery support services beyond medical care

# Payer Sign-On to National Principles of Care

**21 health insurers – covering 250 million lives –  
agree to identify, promote, and reward care aligned  
with the Principles**

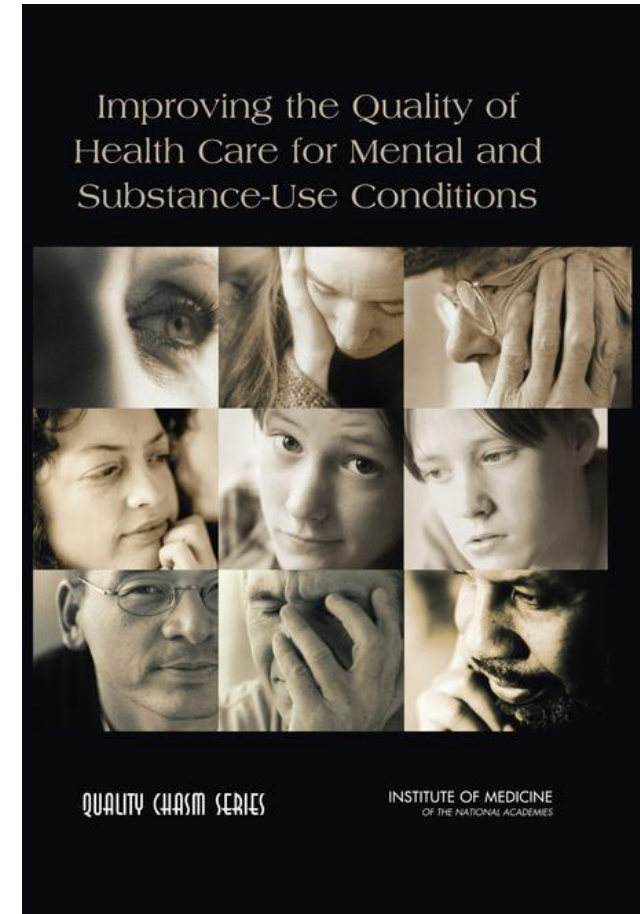




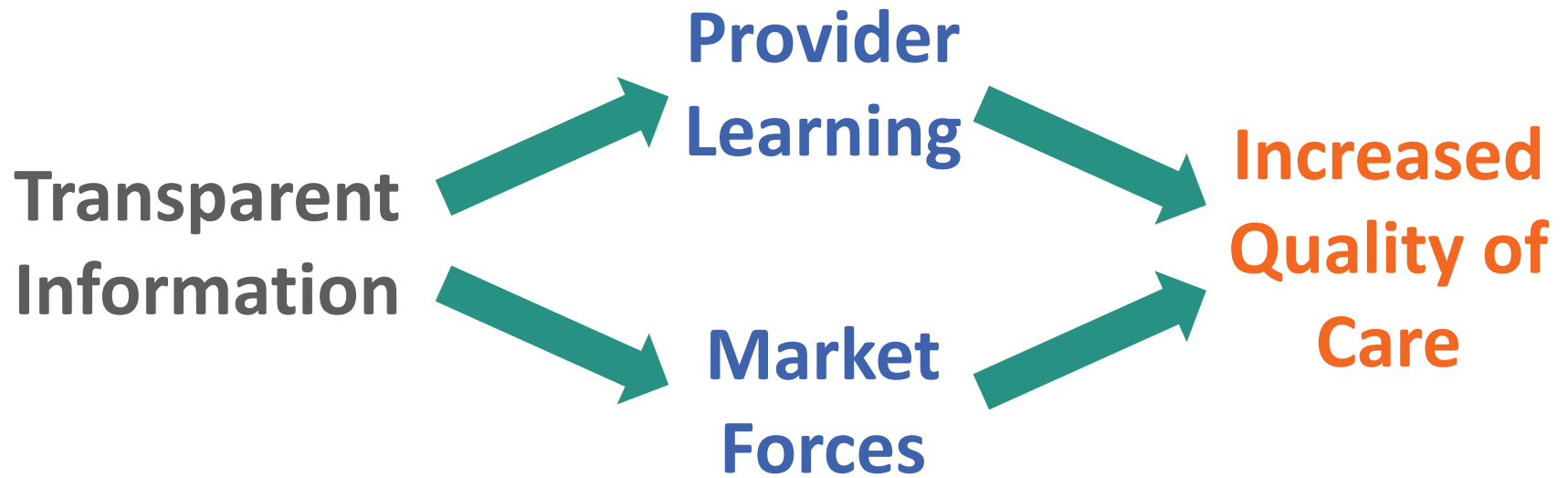
# Shatterproof Quality Measurement System

**“reaching consensus... continuously improving set of quality measures...”**

- ***Require reporting of quality measures***
- ***Require validation of the measures***
- ***Ensure display of measurement results understandable by multiple audiences***
- ***Establish Models for Quality improvement***
- ***Continuing review of effectiveness***



# Shatterproof Quality Measurement System



# Measure Development

## Step 1: Measure Crosswalk with the Principles of Care *Shatterproof Quality Measure Committee*

## Step 2: Key Informant Interviews with Payers & Provider Focus Groups

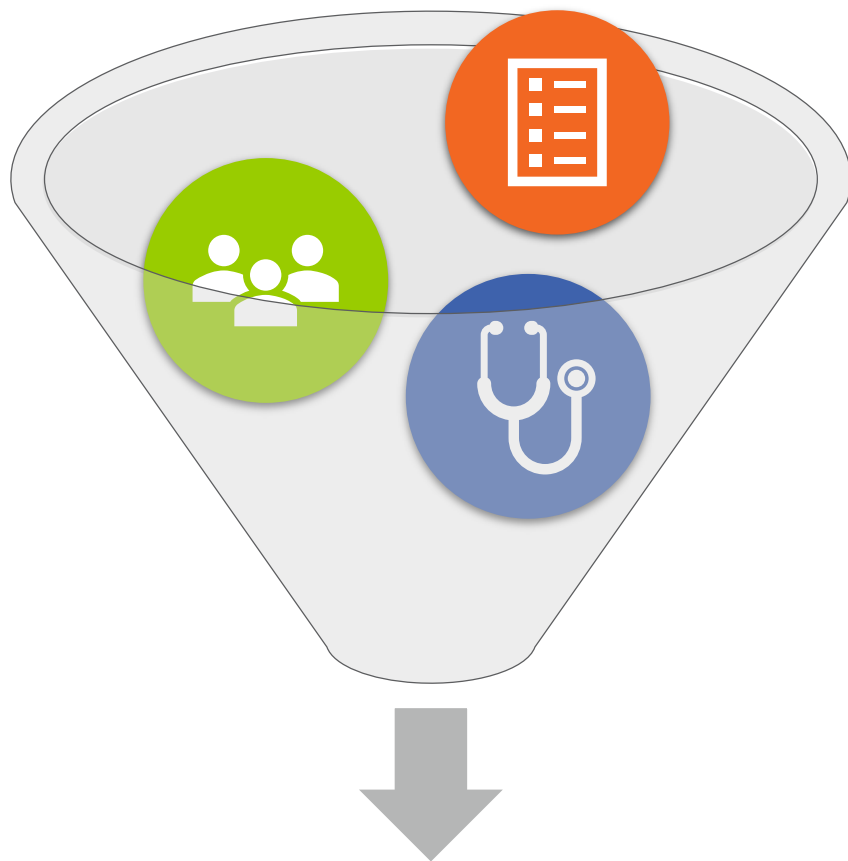


## Step 3: Expert Panel Strategy Session & Public Comment Period





# Data sources informing ATLAS



Comprehensive view  
of quality

## Unit of measurement:

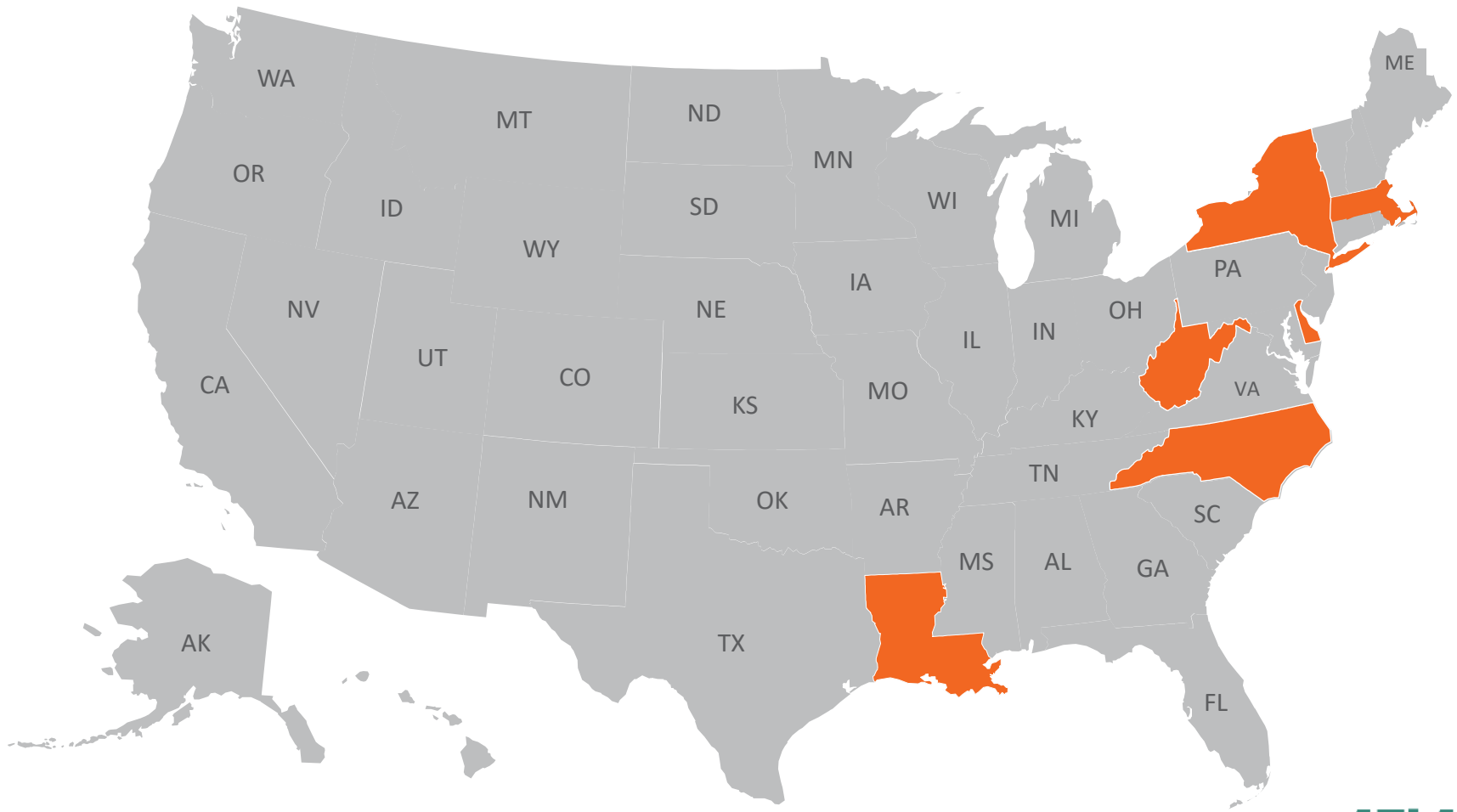
Addiction Treatment Facilities

## How?

Three data sources:

- **Commercial & Medicaid claims**
- **Treatment facility reporting**
- **Patient and family member reporting**

# Phase 1 States



# ATLAS Mockups:

## Home Page

ATLAS

ADDICTION TREATMENT LOCATOR,  
ANALYSIS, AND STANDARDS TOOL

CREATED BY SHATTERPROOF

Search

contact us


login/register

Find Treatment

Learn about Treatment

National Principles of Care

About



### FIND HIGH QUALITY ADDICTION TREATMENT NEAR YOU.

Browse and compare treatment facilities using standards based on research. It's **free** and **confidential**.

Your ZIP Code or City

Substance: select

Facility Name (optional)

Search

Within 5 miles

NOTE: ATLAS only includes facilities in 6 states: Delaware, Louisiana, Massachusetts, New York, North Carolina, West Virginia. [Learn more](#)

### Identify the treatment that is right for you.

Answer a few questions to discover treatment options that meet your exact needs.

Take Assessment

If you're having a medical emergency call 911 or this hotline: 1-800-662-HELP (4357).


#### WHAT DOES QUALITY TREATMENT LOOK LIKE?

High quality addiction treatment facilities should include ALL of the following Shatterproof National Principles of Care®.


- Ability to get treatment fast**  
You need to be able to get treatment as soon as you are ready.
- A personalized treatment plan**  
One size does NOT fit all. Treatment must consider your unique needs.
- Long-term care and follow-up**  
Tracking and reviewing your progress with your health care provider is key to long-term recovery.
- Ability to get care for other health conditions**  
Your treatment plan should include treatment for ALL of your illnesses, including mental and physical conditions.
- Tested and proven treatment from qualified providers**  
Behavioral therapies offered by properly trained and accredited providers help keep your addiction under control.
- Ability to get medications for addiction treatment**  
If medication is appropriate for treating your addiction, then you should be able to access that medication.
- Support for recovery outside the doctor's office**  
Facilities should help connect you to community services that can support your journey to recovery.

[Read more about our principles of care](#)

#### WHY DOES QUALITY TREATMENT MATTER?



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”

Speaker Of this quote  
Title of the speaker goes here



# Shatterproof's Policy Priorities



## Payment Reform

Advance payment models to support quality, integrated treatment

### Examples:

- **1115-SUD Demonstration Waivers** to cover all behavioral health, increase reimbursement rates, cover continuum of care, establish preferred incentivizes, expand coverage of nurses to expand workforce
- **Directed payment** to incentivize integrated care models through Managed Care contracts



## Treatment Capacity

Ensure all healthcare professionals are trained in addiction care, including a basic understanding of prevention, intervention and evidence-based treatment

### Examples:

- **Requiring addiction training as part of medical education accreditation**
- **Requiring addiction training as part of a health care provider's DEA registration** to be licensed to prescribe controlled substances

# Stigma Reduction



# 9 Drivers of the Epidemic



Shame and  
social  
isolation



Lack of  
help-  
seeking



Insufficient  
treatment  
capacity



Coverage  
disparities



Lack of  
evidence-  
based  
treatment



Criminalization  
of SUD



Social and  
structural  
barriers



Marketing of  
prescription  
opioids



Increased  
access to  
heroin and  
fentanyl



**7 of the 9 drivers of the  
opioid epidemic are largely  
driven by stigma**







# Our Nation's Response

- Improved **public health surveillance**
- Increased funding for **addiction research**
- Increased **efforts to reduce the importation of illicit drugs**
- Improved **prescribing guidelines**
- Increased **availability of non-opioid alternatives**
- Increased prescribing and **distribution of naloxone**
- Increased investment in **evidence-based treatment**
- Increased efforts to **eliminate “utilization management techniques”** for MOUD
- Increased **investment in recovery and wrap-around services**

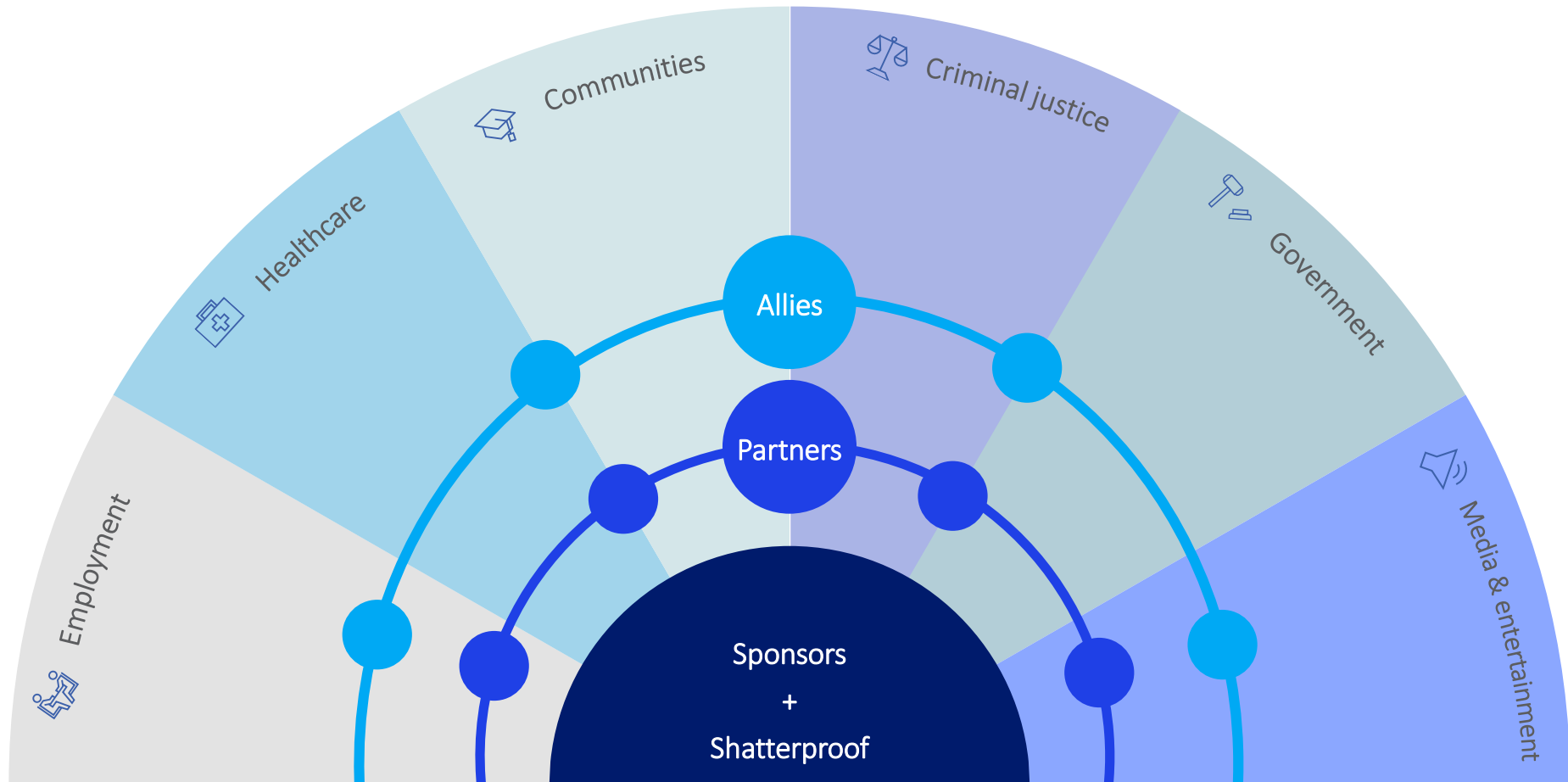
## Tragic Gap

A national, coordinated, well-funded, and evidence-based initiative to reduce stigma

# 6 Key Success Factors in Previous Movements

-  1. A well-funded, central actor can coordinate rapid change
-  2. Specific actions included educating, changing policies, and altering language
-  3. Educational initiatives used contact-based strategies and the effectiveness of treatment was emphasized
-  4. Sequencing can help accelerate a movement; it is beneficial to activate influential individuals and institutions who can help trigger broader adoption and an eventual tipping point for mass adoption
-  5. Both positive and negative incentives were employed for stakeholders in each of the identified target areas
-  6. Action was mobilized at both the “grassroots” and “grasstops”

# Movement to End the Stigma of Addiction





# Shatterproof Just Five Program

## What You'll Be Learning

Before you start, please take one minute to answer a 12 question anonymous survey.

[START SURVEY](#)



### The Science of Addiction

Addiction isn't a choice, or a character flaw. It's a medical condition that changes the brain. Drugs alter the brain resulting in powerful cravings and a compulsion to use.

[Start Learning →](#)



### Are You at Risk?

Who's at risk for addiction? Susceptibility to addiction varies from person to person, for a lot of different reasons.

[Start Learning →](#)



### The Dangers of Opioids

We are in the midst of the deadliest drug overdose crisis in U.S. history. Every American needs to understand the basics of how opioids work and the risks.

[Start Learning →](#)

# Shatterproof Just Five Program

## The Science of Addiction

What is addiction? It's not a choice—it's a chronic medical condition that changes the brain. How exactly do substances affect our body's chemistry? What do the medical experts say?

Watch the video below to learn more. (*video transcript*)



# More Information

**ATLAS:**     [ATLAS@shatterproof.org](mailto:ATLAS@shatterproof.org)

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**Stigma :**    [endstigma@shatterproof.org](mailto:endstigma@shatterproof.org)

# My Son's Last Visit Home...







**Together, we are Shatterproof.**

**Thank you.**