Chiropractic’s Role in Battling the Opioid Epidemic

Past History
Past

Arthur, Mortimer and Raymond:
Physicians: Publishers (Medical Tribune), Advertisers, Pharmacists (marketed Librium and Valium).
The Problem

- In the U.S., as well as worldwide spinal pain is the #1 cause of disability (1)
- 100 million people in US suffer from chronic pain, which is 1/3 of all Americans.
- In the U.S. we spend $600 billion addressing pain, 20 times the entire budget of the National Institutes of Health (NIH)(2)
- Opioids are prescribed for a variety of causes of pain.
- Spinal pain results in 25% of all opioid scripts in the U.S.

The Problem

• According to the CDC, Opioids are killing 175 Americans every day
• Americans consume 99% of the world’s production of hydrocodone.
• Opioids are ineffective or harmful in dealing with chronic pain
• Opioid users are 40 times more likely to use heroin

Deaths Due to Opioids

• Overdose deaths involving prescription opioids have quadrupled since 1999, as have sales of these prescription drugs.

• From 1999 to 2014, more than 165,000 people (three times the U.S. military deaths during the twenty years of the Vietnam War) have died in the U.S. from overdoses related to prescription opioids.
The problem: If your addicted to opioids and you can’t get it: Your next similar high comes from Heroin. The number of heroin users doubled: 2005 380 000 people used and 2012 670 000.

Heroin being illegal and unregulated, it can be contaminated with other drugs and its much easier to overdose.

When its used intravenously, it also leaves users at risk for HIV, hepatitis, and other blood borne diseases.

90% of patients in chronic pain were given at least one opiate prescription.

The 2016 National Safety Council survey found:
• 99% of medical doctors prescribe highly addictive opioids and for longer than the three-day period recommended by the CDC.
What is the impact to U.S. Employers?

- Opioid Abuse: $18 Billion dollars in Sick days, lost productivity and increased medical Expenses.
- According to Castlight Health: Employers are paying for one third of opioid prescriptions that end up being abused.
The Solution

Build the narrative around Chiropractic being an important part to assisting Americans with Chronic Pain.

A strong clear message to the media is necessary to ensure we are considered in the discussions regarding helping those that are suffering.

Key messaging:

Chiropractic is a first line, cost effective, non pharmacological approach to spinal pain.

Yielding high patient satisfaction ratings.
The Solution

Chiropractic has had no involvement in the current epidemic and at this time no current forces are working to deny the importance of a non drug, non surgical approach to pain that can help reduce the use of opiates.

• Approximately 25% of all opioid prescriptions written in the U.S are for low back pain.

• The IOM report, the CDC guidelines, and the FDA guidelines, all of them recommend that a non pharmacological approach be attempted first when dealing with pain.

Chiropractic Care

Chiropractic care has been demonstrated to replace the need for other forms of care including prescription and non-prescription medications:

J Alternative and Complementary Care (Feb 2018)

“The adjusted likelihood of filling a prescription for an opioid analgesic was 55% lower among recipients [of chiropractic care] compared with non recipients”

It was also found : a cost savings: annual charges per person: 78% lower for opioid prescriptions and 71% lower for clinical services among recipients (of Chiropractic Care) compared with non recipients.”
Chiropractic Care

Chiropractic care, in comparable patients situations consumes less resources and generates fewer secondary costs than medical and surgical care:

Spine 2013:

“Approximately 42.7% of workers who first saw a surgeon had surgery, in contrast to only 1.5% of those who saw a chiropractor” [this is on a case equivalent basis].

Chiropractic Care

Chiropractic care helps avoid recurrence of spinal pain events and thereby reduces overall direct and indirect costs:

JMPT (Feb 2016):
Older patients who used only CMT during their cLBP episodes had lower overall costs of care, shorter episodes, and lower cost of care per episode day than patients in the other treatment groups.”

JMPT (May 2016)“Chiropractic care alone or DC with MD care incurred appreciably fewer charges for ULBP than MD care with or without PT care. This finding was reversed for CLBP: Adjusted charges for both ULBP and CLBP patients were significantly lower for DC patients” (26)
Chiropractic Care: Safe

Risk of injury among Medicare recipients is lower following chiropractic care than primary care medicine:

Spine 2015:
“among Medicare beneficiaries aged 66 to 99 years with an office visit for a neuro-musculoskeletal problem, risk of injury to the head, neck, or trunk within 7 days was 76 percent lower among subjects with a chiropractic office visit than among those who saw a primary care physician.”

Most studies of SMT mention no adverse events: (Shekelle 2017)
“In the 26 RCTs of SMT for acute low back pain...18 publications made no mention of any assessment of adverse events, 3 publications made general comments about adverse events (“no adverse effects were documented…”), and 5 publications reported on specific adverse events, none of which were judged to be related to the treatment…”

Known risks of serious side effects by intervention (Gallup 2016)

Spine surgery 1,800/1,000,000
Use of NSAIDS 153/1,000,000
Use of prescription opioid medication 53.6/1,000,000
Chiropractic care <1/1,000,000
Chiropractic Care: Satisfied

Chiropractic patients show satisfaction levels higher than that given to their medical physicians:

Of the 3,562 back-pain sufferers who sought care from nondrug practitioners were more likely to say it helped compared with those who sought care from medical doctors. But insurance often doesn’t cover “alternative” care” (Consumer Report 2017)

Make your first call to a professional who can assess your problem, such as a primary care physician or a chiropractor. “In most cases, you won’t need a specialist,” (Harvard Health Letter 2017)

A referral makes sense when conservative measures have failed to address your back pain.”A well-trained chiropractor will sort out whether you should be in their care or the care of a physical therapist or medical doctor” (Harvard Health Letter 2017)

Palmer Gallup Survey:

Direct consumer feedback on satisfaction with chiropractic care is stunningly positive

- “95% of past-year chiropractic users say it is effective”
- “97% of past-year chiropractic users are likely to see a chiropractor if they have neck/back pain”
- “89% of past-year chiropractic users recommend it to family and friends”
- “88% of pat-year chiropractic users agree it’s a good value for the money”
- “Three in four patients describe chiropractic care as ‘very effective’”
The CDC Guidelines and the National Pain Strategy share an important element to address the out of control opiate environment in the U.S.:

Encourage medical doctors, legislators and consumers to utilize non-pharmacologic, conservative care.

Why Chiropractic?

- Doctors of Chiropractic (DCs) are primary health care professionals focused on diagnosis, care and prevention of disorders of the spine as well as other parts of the musculoskeletal system, and the associated effects on the neurological system.
- These disorders impact 44.6 million Americans annually, with an estimated cost to society of $267.2 billion, and are increasingly the result of poor posture, workplace and sports-related injuries, car accidents or simply sedentary lifestyles.
- These disorders often get prescribed pain medication. Chiropractic is a safer alternative for acute, subacute and chronic pain.
Why Chiropractic?

• The new Guidelines of the American College of Physicians (ACP) published in the Annals of Internal Medicine, February 2017, call for non-drug therapy as a first approach in the treatments of acute, subacute and chronic low back pain.
• “Clinicians and patients should select non-pharmacologic treatment with superficial heat massage, acupuncture or spinal manipulation," according to the guideline. The guideline states that, "Exercise, rehabilitation, acupuncture...and spinal manipulation are shown to improve symptoms with little risk of harm.”
• 94% of all Spinal Manipulative Therapy is performed by chiropractors.
Strategy of the F4CP

- Local
- State
- National
Of total emergency room visits, about 45 percent are due to patients experiencing pain. And while this statistic has remained steady for decades, the percentage of those pain patients who leave with an opioid prescription has increased significantly, and is now close to 80 percent. Drugs certainly help patients manage pain, but they do not fix the pain.
Chiropractic: A Safer Strategy than Opioids

Radio Spots

"Pain Care Without the Pill: A drug-free, cost-effective and safe approach to working through your pain using chiropractic care.

Listen to: http://bit.ly/2DF1rQ1

Dr. Sherry McAllister, a Full-time Practicing Chiropractor and the Executive Vice President of the Foundation for Chiropractic Progress, a not-for-profit organization dedicated to building awareness regarding the value of chiropractic care.
News Coverage

Friends of the Newsroom

Press Releases

• Free, Earned Media vs. Paid Media
• Download and customize the press releases
Advertorials

- Look like a paid ad, but are free.
- Download the opioid-focused advertorials.
  - Addicted Babies
  - Amateur Athletes
  - Drug Free Pain Management
- Add your logo and contact information underneath the Advertorial body copy.

Public Service Announcements

- Contact local TV stations and personally provide a public service announcement (PSA) requesting an airing.
- Run free of charge.
Infographics

• Consumers respond well to the visual nature of infographics.
• F4CP has developed infographics to be shared on social media platforms.
• Download and post the infographics to your Facebook, Twitter, Pinterest, Instagram, etc.

Social Media Accelerators™

• Receive the e-blast in your inbox.
• Look for the subject line: Share F4CP Resources on YOUR Social Platforms
• Share the post on Facebook & Twitter the Accelerator e-mail will walk you through how to share.
Community Outreach

• Schedule presentations to local groups and organizations utilizing the F4CP PowerPoint *The Opioid Crisis and You*.

• A hot topic!

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White Papers
Become a Thought Leader in Your Area
Flyers

CHIROPRACTIC CARE: Safe, Effective and Drug-Free Solution to the Opioid Epidemic

THE PROBLEM

- Many patients receive care that neither a doctor nor chiropractor can provide.
- This results in unnecessary costs and complications.

THE SOLUTION

- Chiropractic care is a safe and effective alternative to opioids.
- It can help manage pain and prevent addiction.

Legislative Outreach

- Contact your local legislative body (Board of Supervisor or City Council) requesting a Proclamation for month of September as Drug-Free Pain Management Awareness Month.
- Customize the sample letter and attach the resolution.
Formal Resolution

RESOLUTION

A resolution expressing support of ending opioid abuse, advancing utilization of drug-free chiropractic care and designating September 2017 as Drug-Free Pain Management Month.

Whereas, widespread opioid use and addiction leading to addiction and unnecessary outcomes of need to reduce reliance on opioid pain management;

Whereas the ongoing crisis of opioid abuse in the United States is a national epidemic and the majority of the deaths from drug overdose are related to opioid;

Whereas from 1999 to 2015, over 600,000 people—more than the U.S. military deaths during the twenty years of the Vietnam War—have died in the U.S. from overdose related to prescription opioids;

Whereas an alarming number of people—a day from opioid overdoses and those from overdose deaths from opioid overdoses in the US in 2015;

Whereas research has proven that opioids are not the answer, in fact, the more use of opioids the more long-term problems are created;

Whereas the last estimate on the cost of opioid abuse in U.S. employees is estimated at $100 billion in 2010 itself and has only increased since;

Whereas prescription opioids are often recommended for low back pain and muscular pain management;

Whereas over 50 million adults suffer with chronic pain and are estimated to be 50 percent of all Americans will experience some form of back pain during their lifetime;

Whereas despite the obvious benefits, they are often prescribed and prescribed on an excessive number of pain medications;

Whereas numerous published studies document chiropractic management on effective for the management of back and neck pain;

Now, therefore, be it resolved, “September 2017 be declared Drug-Free Pain Management Month in recognition of the importance of the role that chiropractic care can play in the prevention and management of pain and the benefits of drug-free pain management.”

Definitive Chiropractic Resource

**CHIROPRACTIC**

A First-Line, Cost-Effective, Safe Approach for Spinal Health and Well-Being

**USE THIS RESOURCE TO GROW YOUR PRACTICE**

Educate your patients with the latest research based information on chiropractic.

**CHIROPRACTIC**

A Safe and Cost Effective Approach to Health

Dr. S. Cleveland D.C.

*Foundation for Chiropractic Progress*
Trifold Brochure

Chiropractic care is a covered benefit in many insurance policies, including major medical plans, wellness plans, commercial, workers’ compensation, VA, auto injuries, EBSA - as well as Medicare, Medicaid, and more.

Learn more about the needs and wellness benefits of seeing a doctor of chiropractic to manage your pain.

Visit: www.FCP.com/FindADoctor

Flyer

Non-Pharmacological Approaches to Pain Management and Well-Being

In response to the current public health crisis of opioid abuse, overdose, and death, many organizations have issued guidelines and recommendations for treating pain, including the American College of Physicians. "Turn the Tide." Campaign. Similar to other guidelines, this campaign recommends nonpharmacological approaches to pain management with opioids to be considered only if the selected nonpharmacological approach of choice fails. This document expands upon those recommendations to help the public and patients with the approach.

Assess Pain

Perform a thorough assessment of the patient’s pain condition, treatment, and current medical status.

Set Goals

Define the expected outcomes and the action plan.

Educate the Patient about the Management Options

Describe the different nonpharmacological treatment options available.

Develop a Treatment Plan

Based on your clinical assessment and discussion with the patient, develop a treatment plan.

Follow-Up and Treatment Progress

Monitor the patient’s progress regularly and adjust the treatment plan as needed.

Resources for Information on Non-Pharmacological Approaches to Pain Management and Well-Being

American Chiropractic Association

https://www.chiropractic.org

Foundation for Chiropractic Progress

https://www.foundationchiropracticprogress.org

National Pain Foundation

https://www.painfoundation.org

National Initiative for Pain Management

https://niph.org
MONDAY MARKETING MEMO

Happy New Year!

Welcome to the January Roadmap -- an easy-to-use marketing guide with action steps and turnkey Foundation resources that you can implement on a local level.

Click the "play video" link below to listen to Dr. Sherry McAllister walk you through this week's easy marketing action steps. Make sure you click "watch" when visiting this page.

APRIL MARKETING ROADMAP

Monthly Marketing Hacks: Follow Strategically. Post in a strategic social media group of interested followers to your benefit. But don't overdo it. There's a right balance for them to follow you. Try posting daily sharing valuable content, not just promotional content.

- **Follow up with your PhD**
  - Follow up with your PhD on a regular basis.
  - Keep your PhD informed about your services and how they can help.

- **Host a webinar**
  - Host a webinar on a topic related to chiropractic care.
  - Include testimonials from satisfied patients.

- **Offer a free consultation**
  - Offer a free consultation to local businesses.
  - This can help establish trust and credibility.

- **Participate in local events**
  - Participate in local events to increase visibility.
  - Use this as an opportunity to network with potential clients.

- **Collaborate with local businesses**
  - Collaborate with local businesses to cross-promote.
  - This can help increase your reach and attract new clients.

- **Create a referral program**
  - Create a referral program to incentivize existing clients to refer new patients.
  - Include a discount for both the referring and referred patients.

- **Utilize social media**
  - Utilize social media platforms to engage with your audience.
  - Regularly post updates and share valuable content.

- **Email marketing**
  - Email marketing is a great way to stay in touch with your clients.
  - Include special offers and upcoming events in your emails.

- **Local SEO**
  - Local SEO is crucial for chiropractic practices.
  - Make sure your website is optimized for local search.

Thank you for promoting positive press for chiropractic.

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Future

What can we as a profession do?
September: Drug-Free Pain Management Awareness Month

Prescription opioid use and abuse that leads to addiction and catastrophic outcomes has become a national crisis. During Drug-Free Pain Management Month, the Foundation for Chiropractic Education advises the public that there are non-pharmacologic options, such as chiropractic care, to safely and effectively relieve acute, subacute, and chronic pain. Online guides and toolkits provide education and materials to plan and promote consumer awareness activities.

For more information, contact: Alexis Lignos
Foundation for Chiropractic Education
201.661.391.193 | alexis@fcp.com
www.drugfreepaincare.org | #StopOpioidAbuse

Consumer Website

DRUG-FREE PAIN MANAGEMENT
Stop Opioid Abuse

drugfreepaincare.org
September is Drug-Free Pain Management Awareness Month

- Help doctors build their practices
- Generate consumer awareness
- Increase patient visits to local chiropractic offices
- Leverage national level activities to impact local practices
- Enhance Managed Care coverage for chiropractic care
- Influence key decision-makers in government and commercial sectors
- Increase access to care for military seeking drug-free pain management options

September: Drug-Free Pain Management Awareness Month

- Webinars
- Press Releases
- Advertisements
- PSAs
- Posters/Flyers/Brochures
Video Coverage

September Advertisements
September Advertisements

SAFER PAIN MANAGEMENT: 
CHOOSE CHIROPRACTIC FIRST
DRUG-FREE | EFFECTIVE | NON-INVASIVE

DOCTORS OF CHIROPRACTIC
receive a minimum of seven years of higher education – are specifically trained to diagnose, evaluate and provide non-pharmacological care and rehabilitation to individuals with joint and spine-related pain.

Doctors of Chiropractic collaborate with other health care providers, striving to improve your health without drugs or surgery.

www.f4cp.com/findadoctor

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