

# **Bridging Self Care and Comprehensive Pain Management in Program and Payment Designs**

AACIPM Webinar  
September 28  
12:30-2:00PM



September is Awareness  
Month for Pain and Self Care

# Time for Meditation

*Heather Finley, PhD*



# Welcome and Context for Symposium



**Amy Goldstein, MSW**

*Director, Alliance to Advance Comprehensive Integrative Pain Management*



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# A Grant-Funded Initiative

Thank you to the David and Lura Lovell Foundation, the primary funder for the AACIPM Initiative, A Paradigm Shift to Advance Comprehensive Integrative Pain Management.



Thank you to our fiscal sponsor, The Pain Community



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# Thank you

Created by:



Hosted On:



Collaborators:



# AACIPM is a Multi-Stakeholder Collaborative



**AACIPM Purpose:** To *align* and *activate* stakeholders in shared interest to advance *practical access* to comprehensive integrative pain management *for all people*.

- People with Pain
- Payors
- Purchasers of Healthcare
- Healthcare Providers
- Healthcare Administrators
- Government Relations/Policy Experts
- Regulators
- Educators
- Researchers
- Students
- Patient/Caregiver Advocates
- Executive Branch Agencies

List of participating organizations can be seen at:

[painmanagementalliance.org/engage/aacipm-participants/](https://painmanagementalliance.org/engage/aacipm-participants/)

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# What is Comprehensive Integrative Pain Management?

Focused on the whole person

Evidence-based, person-centered, interdisciplinary,  
coordinated, conservative care

Moving from “What’s the matter with you?”  
to “*What matters to you?*”



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# Chronic Pain Impacts

More than 50 Million Americans



**1 out of 5 people live with Chronic Pain**

*20M have high impact with higher prevalence among women, older adults, people living in poverty, on public health insurance and rural residents*



**1 in 3 adults suffers from chronic musculoskeletal pain**

*It is the most common reason for disability, loss of work and doctor's visits*



**1 in 10 adults suffers from migraine**



# Chronic Pain Realities & Costs

Chronic pain affects overall function, sleep, mood, stress and activity.

635

**Billion in Expenses  
& Lost Productivity**



- 1 of every 6 employer health plan dollars is spent on musculoskeletal pain.
- 50% of that dollar is wasted on ineffective and invasive procedures

# Chronic Pain Realities & Solutions



**80%** of Patients with Chronic Pain no longer improve from surgeries, injections, or opioids.

**<2%** of Patients with Chronic Pain are engaged in comprehensive integrative pain management services.

**WHAT TO DO:**

**Driving innovative and comprehensive strategies across benefits will improve patient-centered outcomes, satisfaction and the bottom line.**

# How AACIPM is Addressing These Challenges

AACIPM is a Multi-Sector/Stakeholder Convener, Leader, Expert Hub, Educator, Collaborator, Connector, and Supporter to Advance Multidisciplinary, Multimodal, Whole Health Pain Management.



# September is Pain & Self Care Awareness Month

## PAIN & SELF CARE AWARENESS MONTH

### CONNECTING THE DOTS IN SEPTEMBER

To promote both **Pain Awareness Month** and **Self Care Awareness Month** during September, AACIPM will be collaborating with many partners to spread awareness, and deepen connections and understanding across the stakeholders.



[LEARN MORE](#)



## Health Care Includes Self Care™

# Why This Matters to Employers



**Denise Giambalvo**

*Vice President*

Midwest Business Group on Health

# Catalysts for **Change** in Health Care & Benefits



Since 1980 – One of the nation's leading and largest non-profit coalitions of HR/health benefits professionals



4M+ **Lives** – Represent more than 135 mid, large & jumbo self-insured public & private companies



\$12B+ – Annual employer member spend on health care



**Community of Your Peers** – A sharing and friendly environment to help you collaborate, benchmark and learn



**Trusted Source** – Helping benefits professionals find solutions to better manage the cost of benefits and the health of employees and families



# Working Together

- MSD accounts for approximately \$20 billion/year in direct costs for employers\*
  - Indirect costs for MSD may be as much as \$100 billion/year\*
  - In 2018, 65% of HR professionals reported opioid addiction having a financial impact on their company
  - 55% of the U.S. population is covered by employer sponsored health plans
  - Employers can influence the adoption of integrative pain management
- AACIPM and MBGH facilitate an employer advisory board – [learn more](#)
  - National Alliance and the Kentuckiana Health Collaborative join the partnership
  - Key learnings
    - Employers care about whole-person care
    - More education is needed for purchasers to understand evidence-based, multidisciplinary pain care

# How Whole Health Fits In



**James Marzolf, MD, MSc, MPH**

*Sr. Director, Health Sector Finance & Policy*  
Whole Health Institute



# **Alliance to Advance Comprehensive Integrative Pain Management**

*How Whole Health Fits In*

James Marzolf MD MSc MPH

*Senior Director of Health Sector Finance & Policy*

Whole Health Institute



**Mission of the Institute is to empower and equip people to take charge of their physical, mental, spiritual health to live a full and meaningful life**



## System of Systems Approach

**Communities**

Healthcare IT

**Healthcare Delivery Systems**

**Health Sector Finance & Policy**

Big Pharma & Biotech

**Employers**

Non-profits & Advocacy

Spiritual Communities

**Medical & Professional Education**

Childhood Experience

**Food & Nutrition**

Research Communities

Each  
strategy  
will  
consider



**Living  
Laboratories**



**Grassroots  
Ownership**

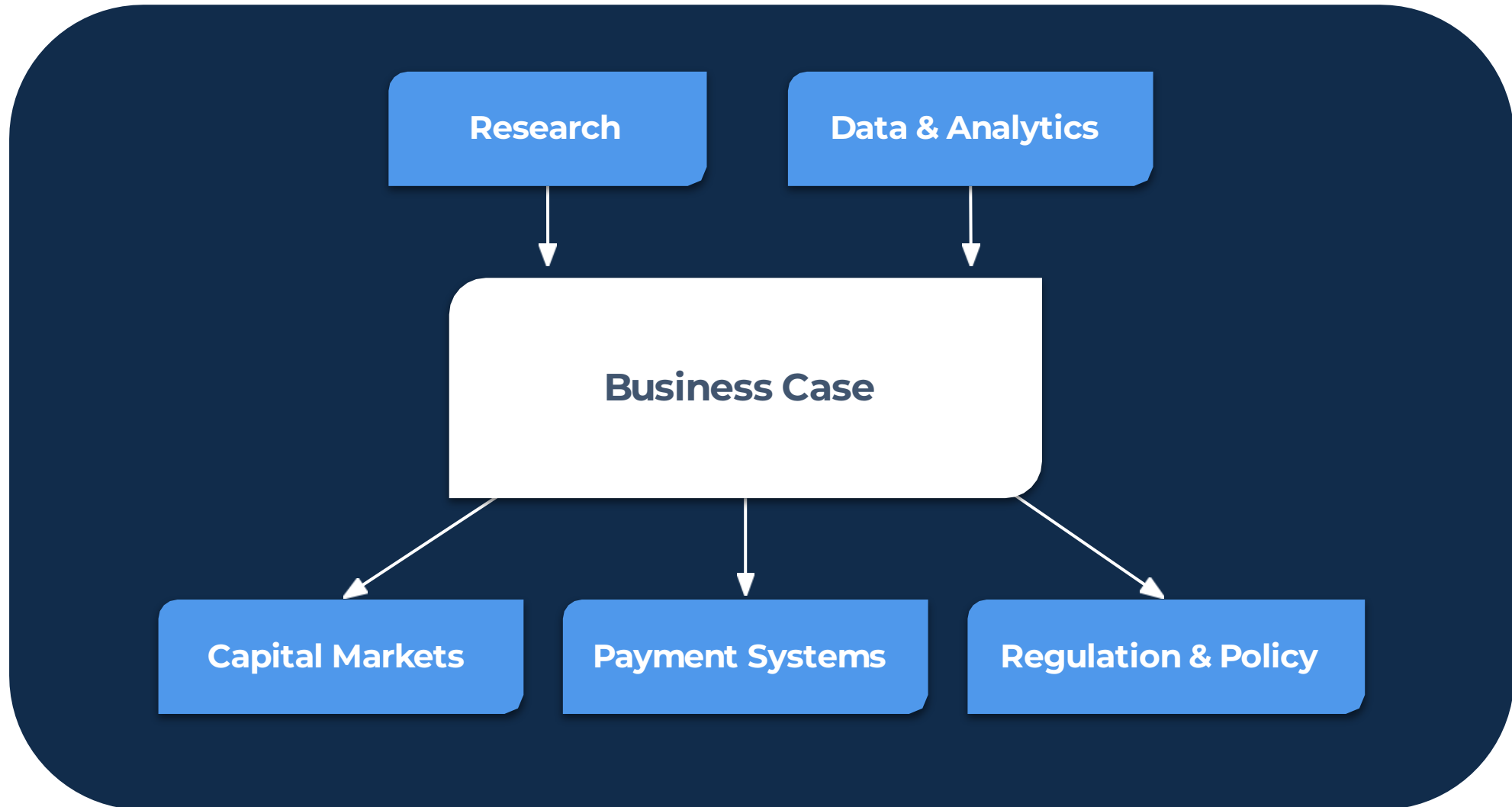


**Key  
Partnerships**



**Thought  
Leaders**

## Health Sector Finance & Policy Impact Framework



**Money isn't everything nor is it the primary motivator for healthcare professionals.**

**Financial incentives do have an effect and can augment or diminish healthcare service utilization, costs, and outcomes.**



## Requisite Transition to Support Alternative, Wellness and Self Care Services

### Fee-For-Service

- Total payment based on volume of services provided.
- Emphasis on treating acute events.
- Limited opportunity for continuous care management.

### Value-Based Care

- Total payment based on quality and outcomes.
- Emphasis on wellness and preventative care.
- Encourages continuity of care.



# NWA Transition to VBP

NWA Value Based  
Payment Summit  
Sept 10, 2021

- Participation from 15 regional and national key players
- Unanimous agreement to move initiate regional VBP by 2022
- Sep-Dec will involve preparatory efforts



# Procedure Coding for CIH Services

(Example - therapeutic yoga for pain)

**CPT** - None

**HCPCS** - None

**ICD 10 PCS** - 8E0ZXY4 - Yoga Therapy

**ABC<sup>3</sup>** -

ADYAJ - **Yoga** class referral no charge

BBABF - **Yoga** group each 60 minutes

BBABK - **Yoga** individual each 60 minutes

**OPCS 4.9** - X61.4 - Yoga





# Licensing & Certification of CIH Providers

**NPI [National Provider Identifier]**- An NPI is a unique 10-digit identification number used in standard health care transactions. It is issued to health care professionals and covered entities that transmit standard HIPAA electronic transactions (e.g., electronic claims and claim status inquiries).

**State Professional Licensing** - For over 120 years, the Supreme Court has upheld the principle that states may regulate the practice of medicine and determine what is and is not lawful.

[Presently, chiropractors are licensed in every state; acupuncturists and massage therapists in over 40 states; and naturopathic physicians in at least 15].

**Certification** can be either a prerequisite for licensure or, in some cases, an alternative. For example, many states require acupuncturists to be certified by the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM).<sup>4</sup>

**Credentialing** - Credentialing refers to efforts by organizations to ascertain the licensure and other qualifications or credentials of their health care practitioners.



# Additional Obstacles and Constraints to CIPM

- Procedures Codes - CPT/HCPC
- Job Taxonomy - NPI
- State and Professional Licensing
- Certification
- Credentialing
- Inclusion in Standard Benefits Packages



## Health & Wellness Coach

Code	171400000X
Name	Health & Wellness Coach
Definition	The Health & Wellness Coach is trained in motivational theories, strategies, and communication techniques, which are used to assist patients to develop intrinsic motivation and obtain skills to create sustainable change for improved health and well-being. Health and wellness coaching is a patient-centered approach wherein patients at least partially determine their goals, use self-discovery or active learning processes together with content education to work toward their goals, and self-monitor behaviors to increase accountability, all within the context of an interpersonal relationship with a coach.
Notes	Source: National Board for Health & Wellness Coaching, <a href="http://www.nbhwc.org">www.nbhwc.org</a> [1/1/2021: new]
Effective Date	4/1/2021

## Recreation Therapist

Code	225800000X
Name	Recreation Therapist
Definition	A recreation therapist uses recreational activities for intervention in some physical, social or emotional behavior to bring about a desired change in that behavior and promote the growth and development of the patient.
Notes	Source: Joel A. DeLisa and Bruce M. Gans, <i>Rehabilitation Medicine: Principles and Practice Second Edition</i> , J.B. Lippincott Company, Philadelphia: 1993, p. 7
Effective Date	4/1/2002



# Incentivized Wellness



With the Aetna Fitness discount program, you can save money on gym memberships, yoga mats, and other fitness equipment.

Through Cigna's Health Rewards program, you can get discounts on Yoga DVDs, mats, and accessories.



As a Blue Cross Blue Shield (BSBC) member, you may have access to the Blue 365 program. This program offers discounts on a wide range of apparel and services, including LiveKick, a yoga video class.

The Sweat Equity Program gives eligible members up to \$200 for attending fitness classes. To qualify for the reimbursement, you must complete at least 50 classes within a six-month period. Qualifying classes include yoga, aerobics, and more.



# NWA Transition to VBP

## NWA Value Based Payment Summits

- Participation from 15 regional and national key players
- 90 day rapid transition effort complete; Launched regional taskforce
- VBP by 2022



# Why This Matters to People with Pain



**Maggie Buckley, MBA, BCPA**  
*Patient and Health Advocate*  
The Pain Community



Alliance to Advance  
Comprehensive  
Integrative  
Pain Management

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# Why Self Care Matters to People with Pain

Maggie Buckley, MBA, BCAP



# Learning/Identifying Self Care Skills

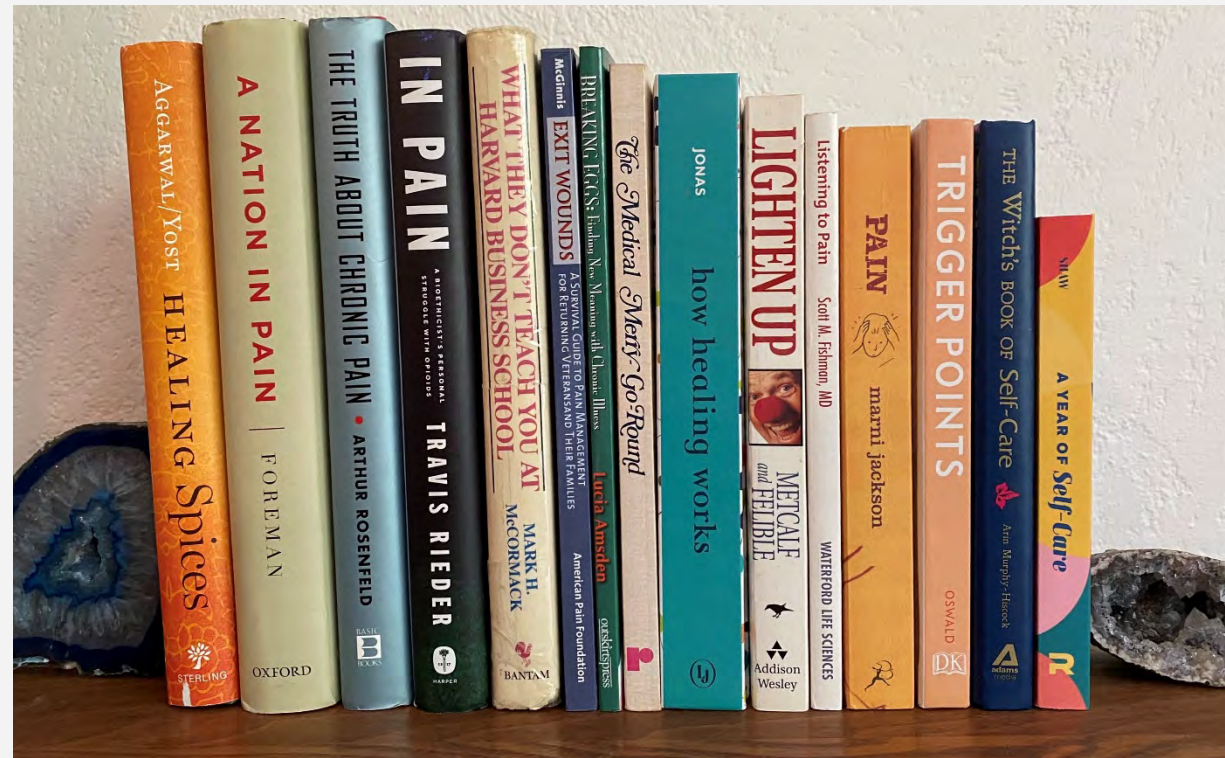
- What are self care skills?
- Where to learn self care skills
- Acknowledge the things you are already doing





# Practicing Self Care Skills

- Overcome Obstacles
  - Time
  - Financial
  - Place
  - Space
  - Routines
  - Inhibition
  - Criticism
  - Judgement
- Match Self Care Skills to Your Routine



# Finding Support for Self Care Skills



# KnoWEwell Collaboration



**Tom O'Bryan, DC, CDN, DACBN**  
*Chief Health Officer*  
KnoWEwell

# KnowWEwell

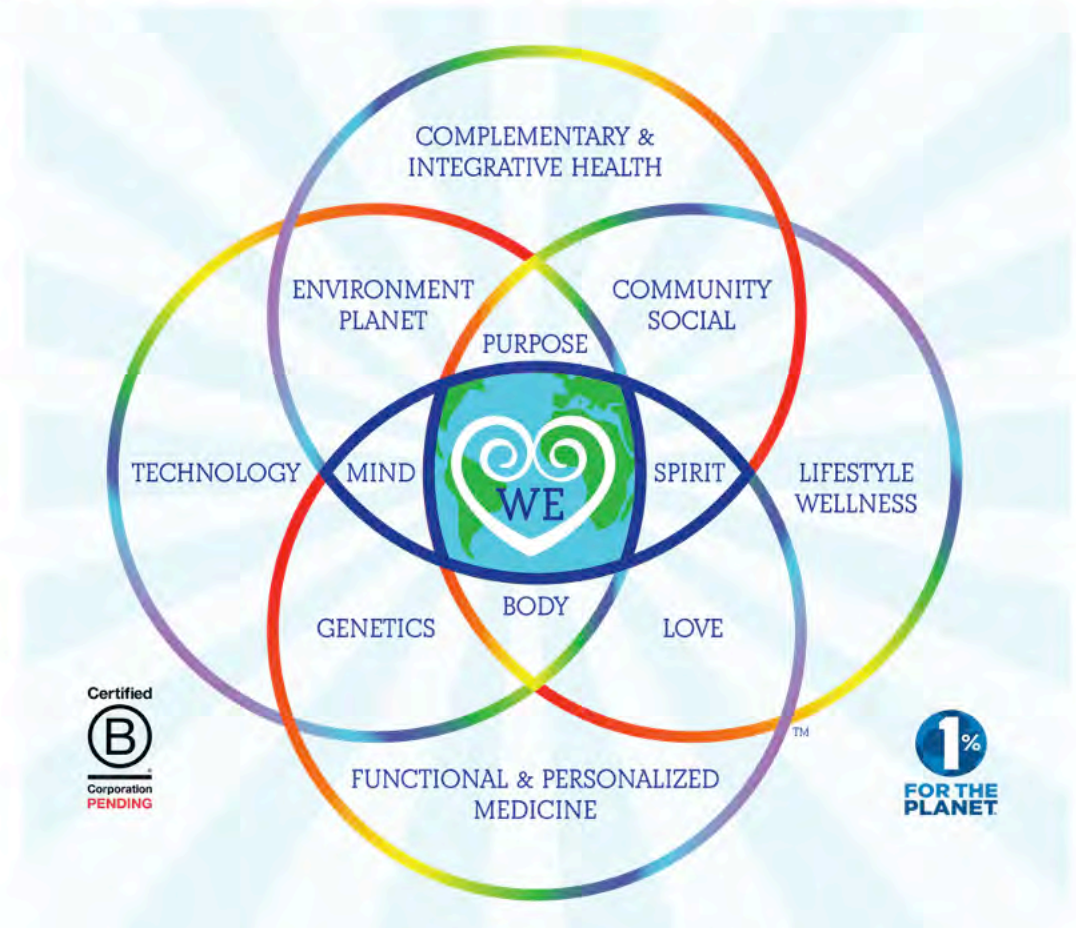
Together WE inspire and empower WELLthier Living™  
Happy • Healthy • Abundant • Purpose-Filled

**Our Mission** is to transform healthcare by collaborating to inspire and empower individuals with today's Regenerative Whole Health™ knowledge, resources, and community to proactively prevent harm, address chronic diseases, and create WELLthier Living™ for you, your family, humanity, and our planet.

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Global Diverse and Inclusive Regenerative Whole Health™ Community Network Benefits

## Regenerative Whole Health





### KnowWEwell Donates to Help People & Our Planet:

- 1% to mission-aligned nonprofits
- 10% to nonprofit fund to help individuals cover unreimbursed costs of Regenerative Whole Health Practitioner Services
- 1% For the Planet



## The KnowWEwell Collaborative



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# Moving to Panel Discussion

## Co-Moderators



**Denise Giambalvo**

*Vice President*

Midwest Business Group on Health



**James Marzolf, MD, MSc, MPH**

*Sr. Director, Health Sector Finance & Policy*

Whole Health Institute

# Interactive Discussion:

## Bridging Self Care and Pain Management in Payment and Practice



**Jon Porter, MD**  
*Founding Medical Director*  
**UVMHC Comprehensive  
Pain Program**



**Maggie Buckley,**  
**MBA, BCPA**  
*Patient Health Advocate*  
**The Pain Community**



**Josh Plavin, MD,**  
**MPH, MBA**  
*VP & CMO*  
**Blue Cross and Blue Shield  
of Vermont**



**Heather Finley, PhD**  
*Licensed Psychologist-  
Doctorate*  
**UVMHC Comprehensive  
Pain Program**



**Laurel Audy, RN**  
*Program Coordinator*  
*Reiki Practitioner*  
**UVMHC Comprehensive  
Pain Program**

# BCBSVT Pilots and Vision

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BCBSVT has worked the past 4 years to develop a “hub and spoke” model of care building on national experience, starting with hubs.

Three pilots started, Brattleboro Retreat (on hold), Haig Physical Medicine (ended) and UVMHC CPP Partners Aligned in Transformative Healing (PATH)

## Vision & Goals:

Use this as a testbed for a Center of Excellence approach

Support integrative care as is desired by many clients and members

Must expand to all health service areas (HSAs) to serve all of our members

Create a sustainable clinical and payment model – bundle payment focusing on clinical outcomes rather than the details of services provided

Initial sites serve as clinical champions supporting system wide scaling and recruitment of other providers

Clinics serve as a wholistic integrator of services supporting primary care

Integration of MESA services are foundational

Helps to address the MSK driver through providing the right care, at the right place, at the right time

Mitigate one possible entry into addiction

Serves as a model of provider-payor partnership leading healthcare transformation







# BCBS Vermont PATH Program - Reflections

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Find points of shared interest between providers & payors.

If possible, find supporting research and models.

Find a willing audience of stakeholders & or decision makers to listen to your ideas.

Talk to all stakeholders both one on one & in more formal groups many times.

Build a relationship based on trust: open & honest communication; meaningful & timely action.

Coverage with evidence determination – program is an active lab.

Study outcomes using what is meaningful, i.e. functional outcomes with PROMIS.

Track utilization and identify potential savings– use a cohort comparison if possible.

- ER, Interventional Procedures, Medication costs, MH utilization etc etc. – initially claims but could be social as well (work absenteeism, presenteeism etc.)

Combine the above to demonstrate VALUE!

Use this data to scale the programs using SMART goals built upon this research base.

Publish your results!

# The Importance of Self-Care in Program Design

AACIPM 9-28-21

Comprehensive Pain Program  
University of Vermont Medical Center



# Fundamental Components of Self-Care (W.H.O)

- ▶ Self-reliance
- ▶ Empowerment
- ▶ Autonomy
- ▶ Personal Responsibility
- ▶ Self Efficacy
- ▶ Community Connection/Engagement



# Fundamentals of Self-Care (Comprehensive Pain Program)

- ▶ Self-Compassion
- ▶ Mindfulness
- ▶ Spirituality



# Self-Care in the Context of Chronic Pain

## Acknowledging and Addressing Suffering



Eros Fiaccomi (Sooboy)

# Partners Aligned in Transformative Healing



# Self-Care is Infused in the PATH Program

- ▶ Self-reliance
- ▶ Empowerment
- ▶ Autonomy
- ▶ Personal Responsibility
- ▶ Self-efficacy
- ▶ Mindfulness
- ▶ Self-compassion
- ▶ Spirituality
- ▶ Community connection/engagement
- ▶ Acknowledging the shift from 'other-care' to self-care
- ▶ Ensuring that participants know that their story is seen and acknowledged
- ▶ Participant choice of therapies
- ▶ Showing up/doing the work/staying open
- ▶ Awareness of your approach to the program
- ▶ Care of self

# Self-care in the PATH Program

- ▶ Self-reliance
  - ▶ Empowerment
  - ▶ Autonomy
  - ▶ Personal Responsibility
  - ▶ Self-efficacy
  - ▶ Mindfulness
  - ▶ Self-compassion
  - ▶ Spirituality
  - ▶ Community connection/engagement
- ▶ Mindfulness beyond stress relief - an invitation to 'go deeper'
  - ▶ Participants are invited to consider their kindness toward self throughout the program and question harshness toward self
    - ▶ Exercises and community discussion
    - ▶ Loving kindness meditation





# Self-care in the PATH Program

- ▶ Self-reliance
- ▶ Empowerment
- ▶ Autonomy
- ▶ Personal Responsibility
- ▶ Self-efficacy
- ▶ Mindfulness
- ▶ Self-compassion
- ▶ Spirituality
- ▶ Community connection/engagement

*"...whatever or whoever gives ultimate meaning and purpose to your life that invites connection, intimacy, and particular ways of being in the world towards others and self...being aligned with one's own inner spirit, or one's soul...the seat of all inspiration, intuition, and wisdom."*

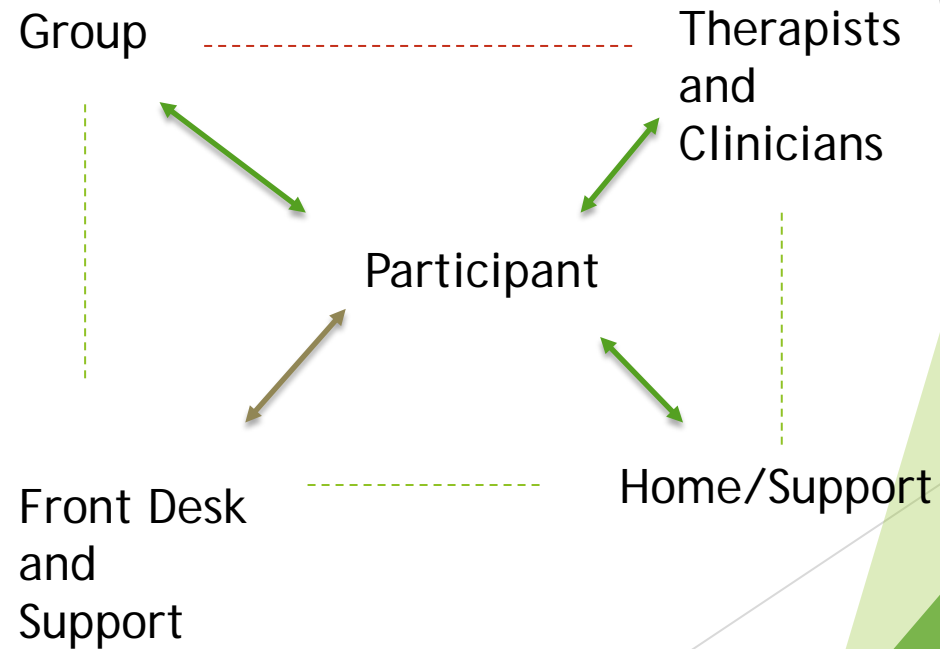
L. Wright, *Suffering and Spirituality* (2017)

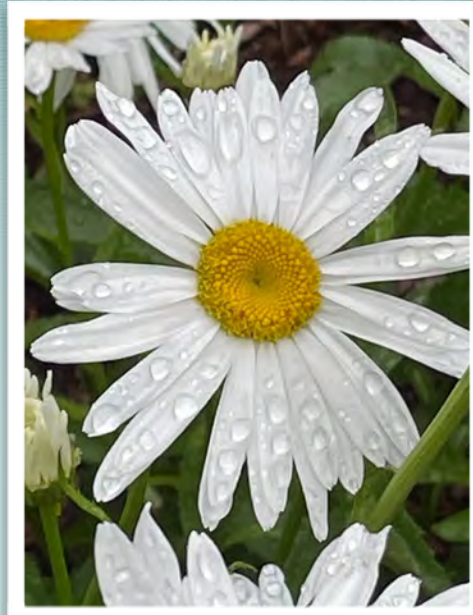


# Self-care in the PATH Program

- ▶ Self-reliance
- ▶ Empowerment
- ▶ Autonomy
- ▶ Personal Responsibility
- ▶ Self-efficacy
- ▶ Mindfulness
- ▶ Self-compassion
- ▶ Spirituality
- ▶ Community connection/engagement

- ▶ Group as a powerful therapeutic modality
- ▶ Transdisciplinary clinical/therapy culture





# Self-Care

*Heather Finley, PhD, DBSM  
Licensed Psychologist-Doctorate  
Diplomate in Behavioral Sleep Medicine*

*09.28.21*

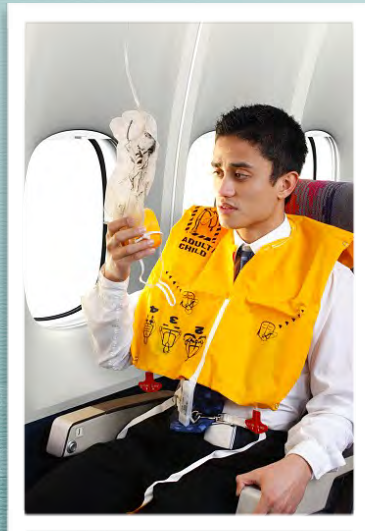
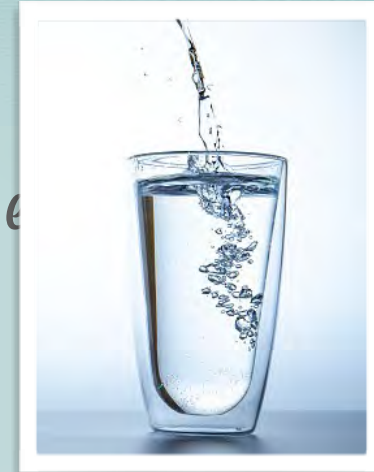
# Self-Care Metaphors

*Fill Your (Inner) Cup*

*Recharge Your Battery*

*Kindle Your Fire*

*Put on Your Own Oxygen Mask First*



# Maslow's Hierarchy of Needs



# Areas of Self-Care

## **Basic Needs**

- *Address food insecurity*
- *Housing*
- *Safe living situation*
- *Basic needs*

## **Physical**

- *Nourishment*
- *Reducing toxins and excess*
- *Movement*
- *Basic needs*

## **Psychological**

- *Connections with others (including animals)*
- *Creativity*
- *Self-Compassion*

## **Spiritual**

- *Nature*
- *Making meaning*
- *Faith-based for some*



# Self-Care Skills

*Can be reinforced by other group participants*



<https://www.youtube.com/watch?v=qL2a5Z3AJoc>



## Resources

You can find numerous resources related to today's session at this webpage on AACIPM website:

<https://painmanagementalliance.org/aacipm-webinar-on-knowewell-live/>

# Thank You!

## More Information About AACIPM

- **Email:** amy@painmanagementalliance.org
- **Website:** painmanagementalliance.org
- **Sign up** for monthly newsletter, announcements, updates at bottom of any webpage
- **Hashtags:** #aacipm #cipm
- **Twitter:** @aacipm
- **LinkedIn:** <https://www.linkedin.com/company/aacipm/>



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