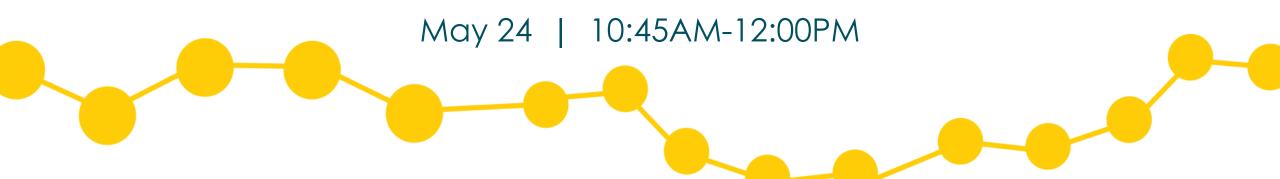
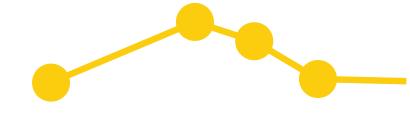
A Multi-Stakeholder Discussion about Overcoming Obstacles on the Path to Integrative Pain Management

2022 International
Congress on Integrative
Medicine and Health

Academic Consortium for Integrative Medicine and Health



Moderator





Amy Goldstein, MSW

Director

Alliance to Advance Comprehensive Integrative Pain Management

https://painmanagementalliance.org/acimhcongress/



Panelists



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Thank You

Primary sponsor for the Initiative, Alliance to Advance Comprehensive Integrative Pain Management, is:



Special thanks to the fiscal sponsor for this project, The Pain Community





AACIPM

AACIPM connects the dots to advance equitable, whole person, multi-modal pain care

Stakeholders: People with Pain | Payors | Providers | Policymakers | Academia | Government Agencies | Advocates

Outputs: Strategic Digital Communication | Policy | Symposia |

Coordinated Responses



CONTEXT

Chronic pain is the #1 cause of disability globally.



1 in 6 Americans lives in pain every day.

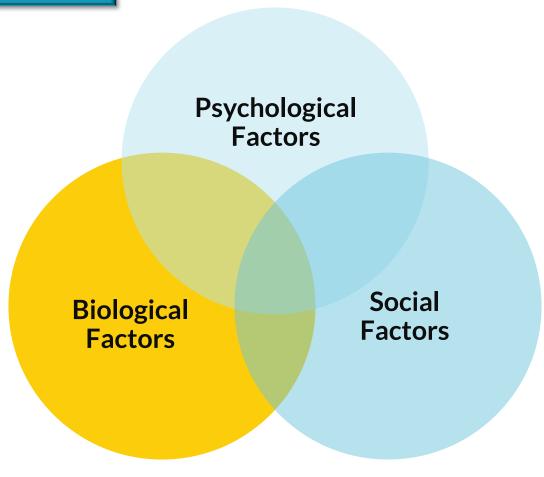
Nearly 20 million Americans have pain that prevents life activities and work.

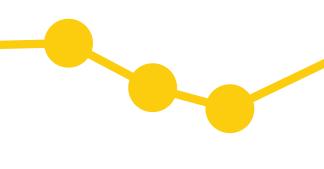


Billion in Expenses & Lost Productivity

CONSENSUS

- The BioPsychoSocial Model is foundational to person-centered care and pain management.
- Individualized, evidence-based, integrative, multi-modal is the gold standard of care.
- Most clinical guidelines recommend non-pharmacological, low-risk treatments as first-line treatment for pain.



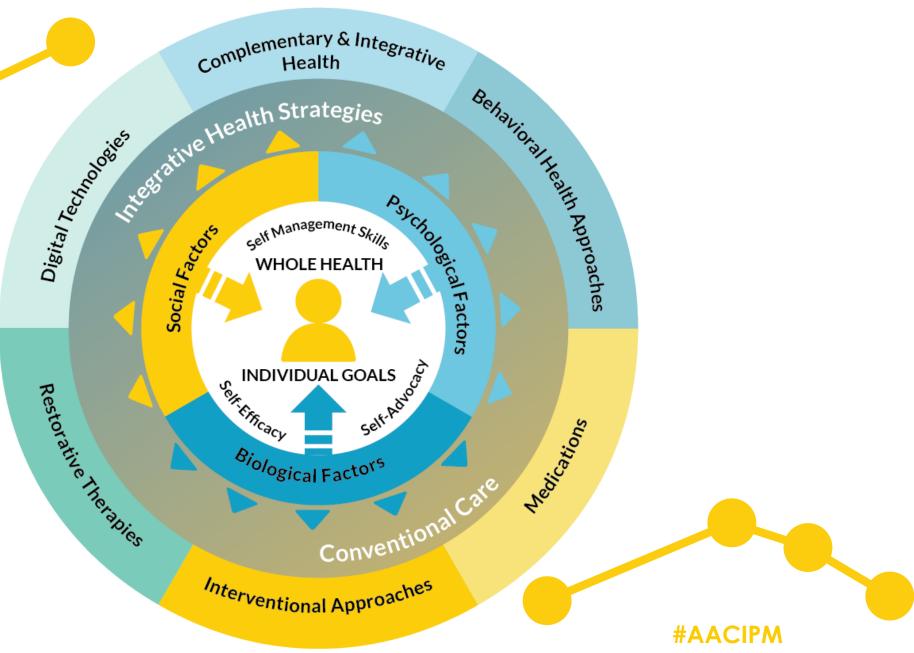


Whole Person-Centered Pain Management

Cross-Cutting Factors

Trauma-Informed Care
Education
Risk Factors
Stigma
Access to Care





CHALLENGES

With the Consensus, Why is Evidence-Based, Guideline-Concordant, Multimodal Care **Not Accessible** for Many People, Especially Those who are Underserved?



Misperceptions & Stigma



Lack of Public Awareness



Business Case Data Disagreement



Workforce Supply & Demand



Misaligned Financial Incentives



Integration & Cultural Incompatibilities

CONNECT THE DOTS

This session will discuss some of these barriers – and opportunities – from the provider, patient and payor levels.

We will identify potential action steps to increase integration of complementary and integrative approaches for the millions of people in need of quality pain care.



Darshan Mehta, MD, MPH

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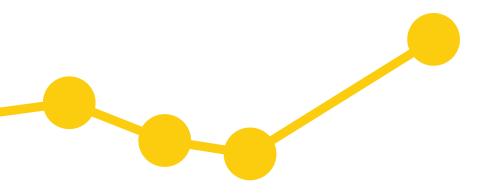




Robert Bonakdar, MD, FAAFP, FACN, DAAPM

Director of Pain ManagementScripps Center for Integrative Medicine

La Jolla, CA 11



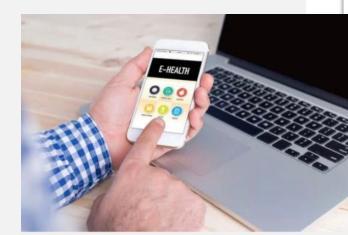
Clinician and Patient Education to Enhance Non-Pharmacological Pain Care

Robert Alan Bonakdar, MD, FAAFP, FACN

Director of Pain Management, Scripps Center for Integrative Medicine Assistant Clinical Professor (Voluntary) UCSD Dept Family Medicine

Bonakdar.Robert @Scrippshealth.org





I. Clinician Educational Obstacles

- Why start with <u>trainee</u> education to help incorporate EB pain care?
 Medical Trainees' Experiences of Treating People With
 Chronic Pain: A Lost Opportunity for Medical Education
 - "opinions about patients with chronic pain become progressively <u>negative</u> over the course of medical training, leading to decline in <u>empathy</u> for them...
 - Trainees also recounted that their inability to <u>cure</u> chronic pain left them confused
 - Preceptors seemed to view these patients as having little educational value."
- Problematic constructs related to chronic pain often start in training and are perpetuated into practice...



Clinicians Educational Solutions



Implementing an Interactive
Introduction to Complementary



Medicine for Chronic Pain Management Into the Medical School Curriculum

<u>Uttara Gadde, 1,* Pravin Matthew, 1 Raagni Kumar, 1 Rashi Aggarwal, MD, 2 Michelle Dalla Piazza, MD, 3 and Sangeeta Lamba, MD, MSHPE4</u>

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- ³ Assistant Professor, Department of Medicine, Divi Jersey Medical School
- ⁴ Vice Chancellor for Diversity and Inclusion, Rutger

Supplementary Materials

- A. CAM Lecture.pptx
- B. Student Perspective Script.docx
- C. Facilitator Guide.docx
- D. Presession Survey.docx
- E. PostSession Survey.docx

Optimized Pain Education

- Starts early with student input
- Interprofessional
- Longitudinal
- Incorporation of integrative care
- Buy-in from institution
- Accessible
- ? How do these students' views and practices differ long-term?

II. Patient Educational Obstacles

Why educate patients on EB nonpharmacological modalities (NPM)?

Barriers and facilitators to use of non-pharmacological treatments in chronic pain

Key Educational Obstacles

Not sure what NPM entails or rationale

Not sure what NPMs are available

Skepticism about efficacy of NPMs

Poor understanding of pain

Fear that treatment will fail, cause injury

NPMs not advertised on TV

Conclusions

Need for advertising campaigns – perhaps using social media.

A broad-based promotion of the multimodal treatment paradigm, reflecting an institutional belief in and commitment ... may help support culture change

Patient Educational Solutions – In Clinic

How Patient Education Influences Utilization of Nonpharmacological Modalities for Persistent Pain Management: An Integrative Review

- Education, including nurse led efforts, show benefit. Examples:
 - VA "Pain Education School" 12-week program overviewing 23 treatments: \underwiew use NPM
 - 1 hour arthritis pain education class <u>↑use NPM; ↓ pain</u>
 - 30 min group session on NPM in rural setting
 <u>↑use NPM; ↓ pain</u>

Andrews-Cooper IN, Kozachik SL. How patient education influences utilization of nonpharmacological modalities for persistent pain management: an integrative review. Pain Management Nursing. 2020 Apr 1;21(2):157-64.

Cosio D, Lin EH. Effects of a pain education program in Complementary and Alternative Medicine treatment utilization at a VA medical center. Complementary Therapies in Medicine. 2015;23(3):413-422. doi:10.1016/j.ctim.2015.04.005

Fouladbakhsh JM, Szczesny S, Jenuwine ES, Vallerand AH. Nondrug Therapies for Pain Management Among Rural Older Adults. Pain Management Nursing. 2011;12(2):70-81. doi:10.1016/j.pmn.2010.08.005

Parlar S, Fadiloglu C, Argon G, Tokem Y, Keser G. The Effects of Self—Pain Management on the Intensity of Pain and Pain Management Methods in Arthritic Patients. Pain Management Nursing. 2013;14(3):133-142. doi:10.1016/j.pmn.2010.08.002



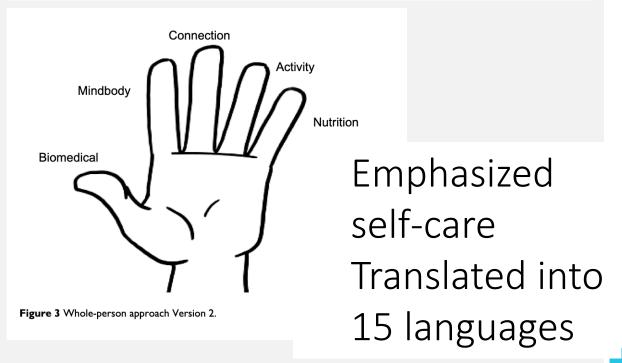
Patient Education Novel Solutions - Non-U.S.

TV/Radio 1990's-2000's (Cost):

- Back Pain: Don't Take It Lying
 Down Australian (\$10 mil)
- Working Backs Scotland (NA)
- Active Back Norway (\$530K)
- <u>Findings</u>: Significant and sustained shift in perception & use of self-care for back pain.
- Selected reductions in testing, work comp. & absenteeism

NHS Social Media: YouTube, 2014

Using social media to challenge unwarranted clinical variation in the treatment of chronic noncancer pain: the "Brainman" story



Patient Educational Novel Solutions – U.S.





OregonPainGuidance.org

Pain Education TO®LKIT

A Toolkit for a Better Life

Welcome to the Pain Education Toolkit. This toolkit provides pain management education for patients about how they can improve their health and better manage their pain. Choose a topic to access these tools to help with pain.















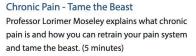


Videos

Watch videos from KOBI-TV, Physicians for Responsible Opioid Prescribing, and others about dealing with patients who use opioids.

Animations about Chronic Pain and Opioids







Chronic Pain Explained in 2.5 minutes
The team from Hunter Integrated Pain Service,
University of South Australia, University of
Washington and Hunter Medicare Local have
released a follow-up shorter video after their
popular "Pain Explained in 5 Minutes" video. (2.5
minutes)

Increased Use of Complementary and Alternative Therapies for Back Pain Following Statewide Medicaid Coverage Changes in Oregon

Related to multiple factors: coverage, education...

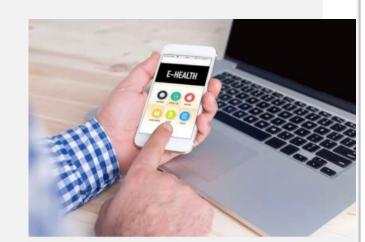
Conclusions: Education to Enhance NPM



- While evidence is crucial for establishing therapy recommendations,
- Early clinician education is key to enhance consideration of NPM
- Novel patient education is an overlooked agent for
 - Overcoming barriers to use of NPM
 - Initiating and Enhancing pain relief

Most Urgent Needs:

- Scalable medical education curricula
- National educational campaign
- Adequate funding and use of emerging platforms







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Medicine

Massachusetts General Hospital

Director of EducationOsher Center for Integrative Medicine

Harvard Medical School and Brigham and Women's Hospital (OCIM)

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HOW WELL DO WE FOLLOW THE GUIDELINES?

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ASSISTANT PROFESSOR OF MEDICINE HARVARD MEDICAL SCHOOL





CASE STUDY: LOW BACK PAIN

Low back pain (LBP) is a leading cause of disability and health care costs in the United States (I know – I suffer from it)

Meta-analysis of randomized clinical trials testing LBP treatments found that nonpharmacologic treatments were similarly effective to pharmacologic approaches, and had fewer known side effects

In 2017, the American College of Physicians (ACP) published a new guideline for the treatment of acute, subacute, and chronic LBP





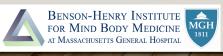
ACP GUIDELINES

Recommendation 1:

• Given that most patients with acute or subacute low back pain improve over time regardless of treatment, clinicians and patients should select nonpharmacologic treatment with superficial heat (moderate-quality evidence), massage, acupuncture, or spinal manipulation (low-quality evidence). If pharmacologic treatment is desired, clinicians and patients should select nonsteroidal anti-inflammatory drugs or skeletal muscle relaxants (moderate-quality evidence). (Grade: strong recommendation)

Recommendation 2:

• For patients with chronic low back pain, <u>clinicians and patients should initially select</u> nonpharmacologic treatment with exercise, multidisciplinary rehabilitation, acupuncture, mindfulness-based stress reduction (moderate-quality evidence), tai chi, yoga, motor control exercise, progressive relaxation, electromyography biofeedback, low-level laser therapy, operant therapy, cognitive behavioral therapy, or spinal manipulation (low-quality evidence). (Grade: strong recommendation)





DO WE FOLLOW THE GUIDELINES?

The timing of referrals to nonpharmacologic treatment remains unclear.

Are acupuncture, massage, and spinal manipulation being used as first-line therapy for acute LBP, before over-the-counter medications, as the ACP guideline recommends?

PCP knowledge of and attitudes toward nonpharmacologic treatments for LBP can facilitate or impede their adoption





STUDY

PCPs were interviewed about their familiarity with the ACP guideline, and how they initially manage patients with acute/subacute and chronic LBP

Convenience sample of 72 PCPs from 3 community-based outpatient clinics in high- or low-income neighborhoods







WHAT DID WE FIND?

Of 72 participating PCPs (50% male; mean years of practice = 13.8), over three-fourths indicated being familiar with the ACP guideline (76%–87% at 3 clinics).

For acute LBP, PCPs typically provided advice to stay active (81%) and pharmacologic management (97%; primarily nonsteroidal anti-inflammatory drugs).

For chronic LBP, PCPs were more likely to recommend nonpharmacologic treatments than for acute LBP (85% vs. 0%, p < 0.001).

The most common nonpharmacologic treatments recommended for chronic LBP were physical therapy (78%), chiropractic care (21%), massage therapy (18%), and acupuncture (17%) (p < 0.001).

The cost of nonpharmacologic treatments was perceived as a barrier.

PCPs working in low-income neighborhood clinics were as likely to recommend nonpharmacologic approaches as those from a high-income neighborhood clinic.





FINDINGS

PCPs do know about the ACP guidelines – surprising finding!

None indicated that they would initially refer patients with acute LBP for nonpharmacologic therapy, a core recommendation of the ACP guideline

Nonpharmacologic approaches were commonly recommended for chronic LBP (because of PT recommendation)

Less than a quarter of PCPs recommended acupuncture, chiropractic care, or massage for chronic LBP.

About half were not comfortable referring to nonpharmacologic treatment, sharing perceived barriers (e.g., lack of evidence, high cost to patient). Although we expected that PCPs in low-income neighborhood clinics would refer more to nonpharmacologic approaches, despite lack of availability



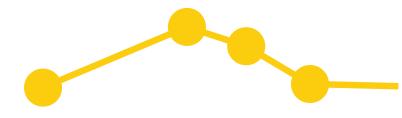


IMPLICATIONS

- Conversations PCPs typically have with patients or medical trainees are often brief
- Analyzing actual conversations between PCPs and patients with LBP, combined with medical claims data, would ultimately be needed to better understand early management of acute and chronic LBP.
- WHAT DOES IT TRULY TAKE TO CHANGE CULTURE?









Christine Goertz, DC, PhD

Vice Chair for Implementation of Spine Health Innovations

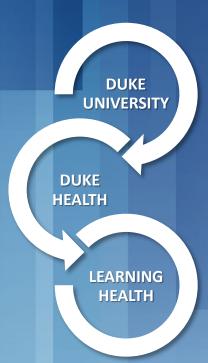
Department of Orthopaedic Surgery Duke School of Medicine

> Duke University Durham, NC

Overcoming Obstacles on the Path to Integrative Pain Management

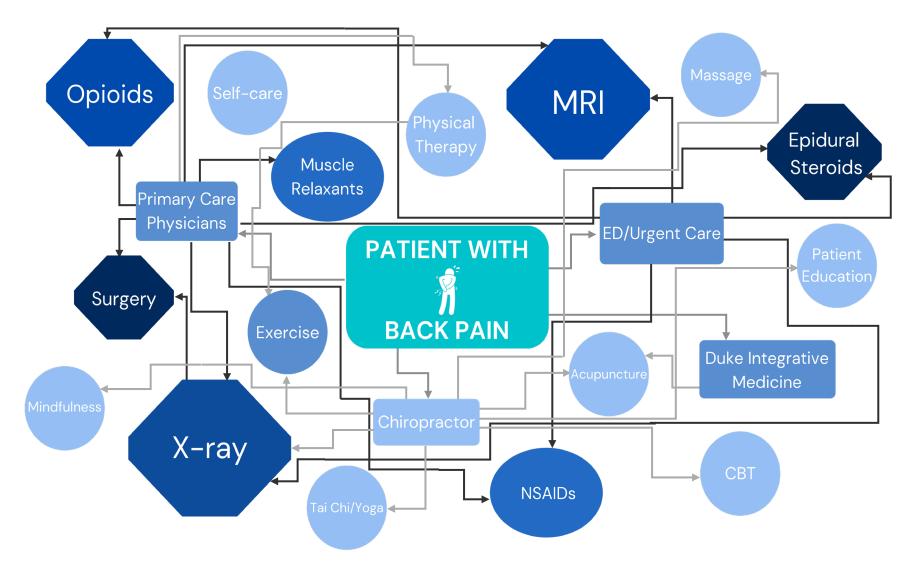
Christine Goertz, DC, PhD





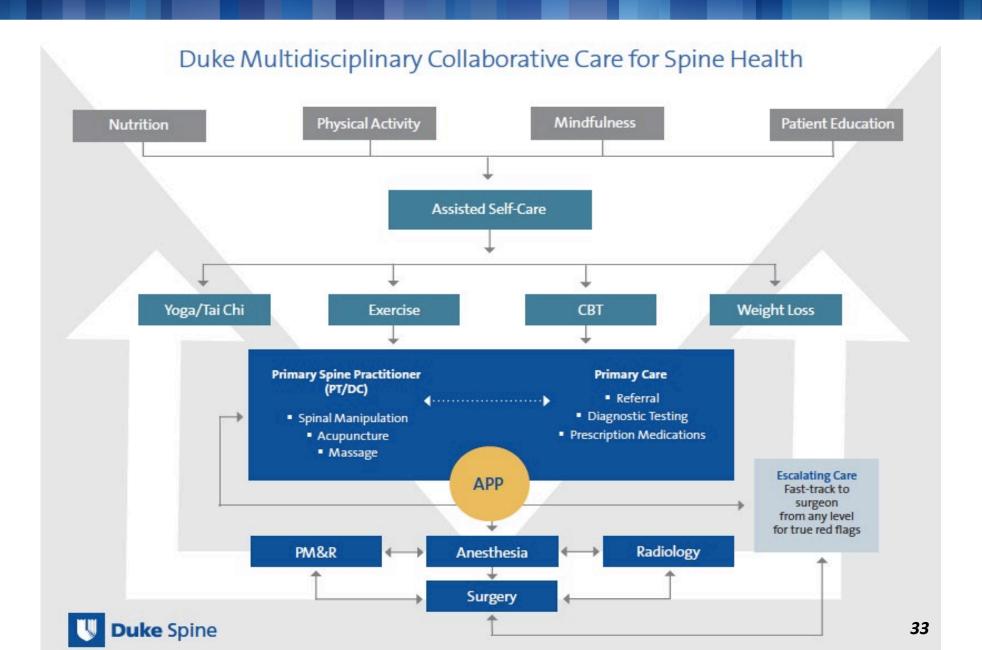


How Do We Achieve Patient-Centered Outcomes?

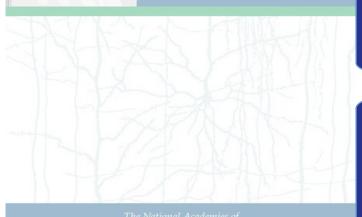




By Using Patient-Centered Processes







National Academies of Sciences, Engineering, and Medicine. 2019. The Role of Nonpharmacological Approaches to Pain Management: Proceedings of a Workshop. Washington, DC: The National Academies Press. https://doi.org/10.17226/25406.

https://www.nap.edu/catalog/25406/the-role-ofnonpharmacological-approaches-to-painmanagement-proceedings-of

https://www.nap.edu/read/25406/chapter/9#78

Delivering more effective pain care through the expanded use of nonpharmacological therapies <u>will require policy changes that promote awareness, acceptance, availability, accessibility, and affordability</u> (Saper).

<u>Flexible policies are needed that allow providers to deliver the right treatments to the right people</u>, and that equip people to self-manage their pain as much as possible...... (Darnall)

To change the culture of pain management, educational programs should target not only providers, but patients and payers as well (Bonakdar, Cowan, Darnall).

Reimbursement reform is needed to address the discordance between evidence-based practices and payment structures, ensure providers have adequate time for a complete pain assessment, and enable clinicians rather than payers to determine optimal treatment approaches (Carr, Cowan, Herman).

Payment Reform

- Broader implementation of value-based care delivery models by private payers and purchasers
- Government regulations that align payment policy with best practices

Facilitating Implementation of patient-centered care

Health Systems Change

- True patient-centered approach to care
- Patient and provider education on best practices
- Emphasize multi-disciplinary teams
- Develop tools that facilitate implementation
- Widespread, consistent PRO data collection

Real-World Research

- Pragmatic clinical trials/collaboratories
- Big data
- Implementation science
- Open access
- Patient-centered research
- Whole health



THANK YOU!





Trevor Lentz, PT, PhD, MPH

Assistant Professor
Department of Orthopaedic Surgery
Duke University School of Medicine

Duke-Margolis Center for Health Policy

Durham, NC

Practical Examples of Approaching Care Barriers

May 24, 2022

Trevor Lentz, PT, PhD, MPH

Department of Orthopaedic Surgery Duke-Margolis Center for Health Policy Duke University School of Medicine





Case Study Examples

- West Virginia University's Center for Integrated Pain Management
- People's Community Clinic Integrative Pain Management Program (Austin, TX)
- University of Vermont Medical Center's Comprehensive Pain Program/BCBS VT
- University of New Mexico's Pain Center









Strategies to Overcome Key Challenges

- Need for upfront capital to start programs
 - Grant funding
 - Seed funding from institution
 - Foundation funding; donations
- Need for organizational change
 - Administrative AND clinical champions
 - Requires buy-in from leadership
 - Develop sense of community among providers



Strategies to Overcome Key Challenges

- Challenges with billing and reimbursement for some services
 - Bundled payment model
 - Subsidize unreimbursed services with reimbursed ones (e.g. linked visits)
 - Group visits and/or virtual services to improve access

- Demonstrating return on investment
 - Initial goal of breaking even
 - Demonstrate non-financial benefits (↑ satisfaction, ↓burnout)
 - Project downstream savings (\downarrow ED visits, \downarrow surgeries/opioid use)





How do we translate information to action?

What else do we need?







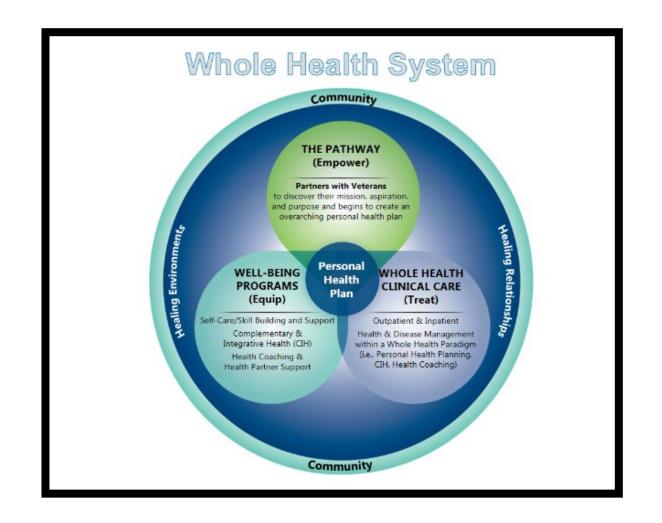


Benjamin Kligler, MD, MPH

Executive Medical Director
Office of Patient Centered Care &
Cultural Transformation

Veterans Health Administration

Washington, DC



Whole Health

is an approach
to health care that
empowers and equips
people to take charge
of their health and well-being,
and live their life to the fullest.

Moving from "What's the Matter with You?" to "What Matters to You?"





VA Strategic Plan FY 2018 - 2024

Strategy 2.1.4:Emphasizing Veterans' And Their Families' Whole Health & Wellness

- VA will significantly improve Veteran health outcomes by shifting from a system primarily focused on disease management to one that is based on partnering with Veterans throughout their lives and focused on Whole Health. VA will provide personalized, proactive, patient driven health care to empower and equip Veterans to take charge of their health, well-being, and to adopt healthy living practices that deter or defer preventable health conditions.
- A Whole Health system focuses not only on treatment but also on selfempowerment, self-healing, self-care, and improvements in the social determinants of health.
- How will we know we have arrived? Veterans have a good quality of life, defined by presence of positive emotions in daily activities, participation in society, satisfying relationships, and overall life satisfaction.





WHAT DOES IT TAKE TO TRANSFORM PRIMARY CARE AND MENTAL HEALTH?

- Asking the questions!
 - What's most important to you in your life right now?
 - What's one thing you could do right now to help get there?





ESSENTIAL PROGRAMS VS. CORE VALUES

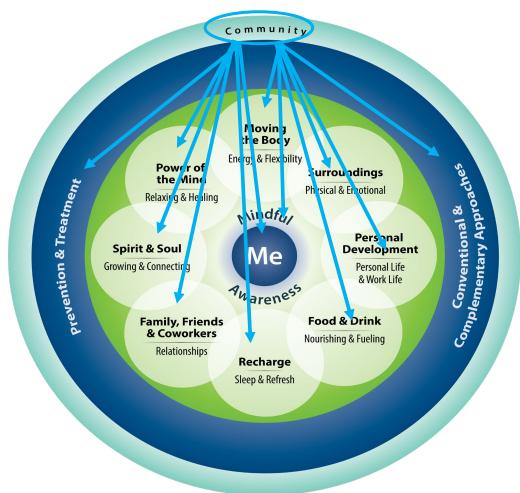


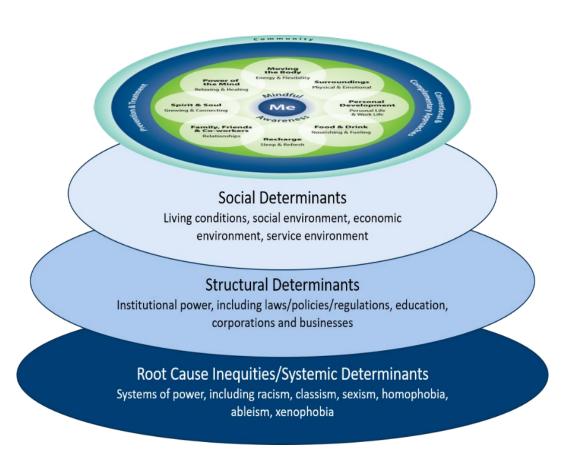
- PROGRAMS/SERVICES:
 - Primary care
 - Homeless services
 - O Women's Health'
 - Rehabilitation services
 - Whole Health coaching
 - Mental Health
 - Acupuncture

- CORE VALUES:
 - Access
 - High Reliability
 - Equity
 - Whole Health
 - Safety
 - Quality

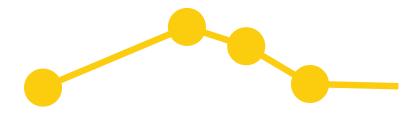


WHAT KEEPS ME UP AT NIGHT: WHOLE HEALTH AND STRUCTURAL DETERMINANTS OF HEALTH





Live Whole Health. 48





Nicole Golding, MD, FAAPMR, CHCQM

Medical Director of Health Services

American Specialty Health San Diego, CA

Integrating Integrative Healthcare Benefits

Nicole Golding, MD, FAAPMR, CHCQM Medical Director, Health Services





What is the Health Plan market asking for?

- Complementary Healthcare: Patient-Centric focus
 - * Chiropractic *Therapeutic Massage *Nutrition
 - * Acupuncture *MSK Coaching *Naturopathy
 - * PT/OT/ST *Virtual Physical Therapy
- Predictable and positive:
 - * Evidence-based cost management & health outcomes
- High Satisfaction: Patients, Practitioners, Plans
- Online & virtual
- Emphasizes patient-provider relationship
- Health equity and SDOH awareness
- High Performing Providers



Patient Clinical Outcomes and Satisfaction

Improved Clinical Outcomes

High Patient Satisfaction



Was the ASH practitioner successful treating your primary condition?

AGKL	LE OR STRONGLI AGREE
Chiropractic	97%
Acupuncture	89%
PT/OT	92%
Massage Therapy	95%
Naturopathy	94%

88%
ASH members
rate their
provider bestof-the-best

79%
US population rate their provider best-of-the-best

98%
Overall quality of care/services received

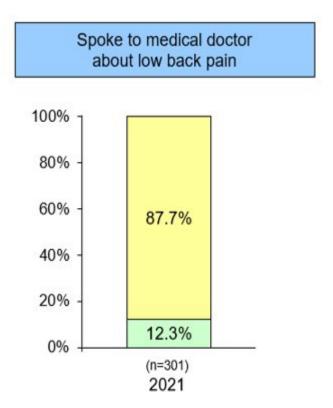
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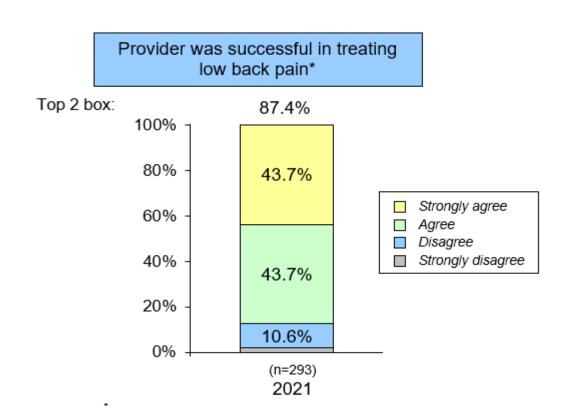


Data collected by NCQA certified: SPH Analytics

Acupuncture: Chronic Low Back Pain (cLBP)

2021 Outcomes Results

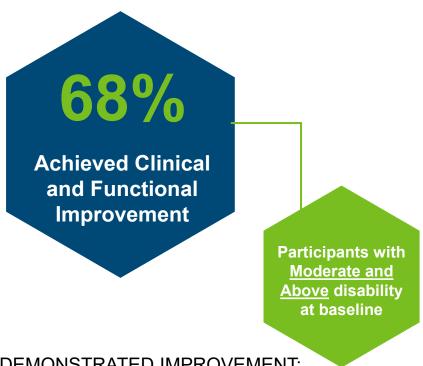




^{*}Only asked among those who indicated that they received care from their acupuncture provider the last 6 months on Q1.

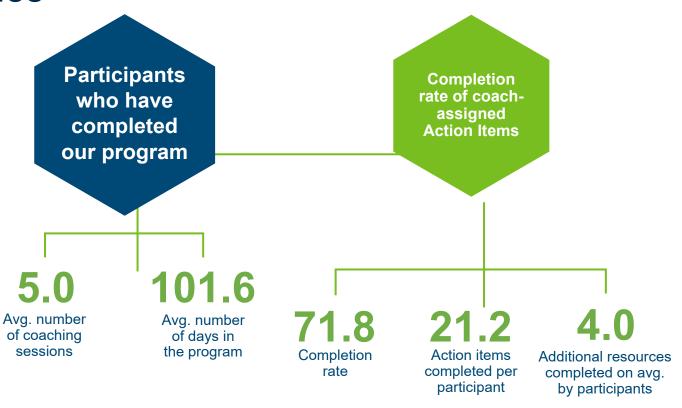
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Pain Management Cognitive Behavioral Coaching Clinical & Functional Outcomes



DEMONSTRATED IMPROVEMENT:

2-4 coaching sessions: 62.9% 5-6 coaching sessions: 72.0% 7+ coaching sessions: 71.0%



*Disabled as measured with Oswestry Disability Index for low back pain.

Bjornaraa; Pain Management Nursing; 2021

Panelists' Discussion / Q&A



Christine Goertz, DC, PhD

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Nicole Golding, MD, FAAPMR, CHCQM American Specialty Health San Diego, CA



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https://painmanagementalliance.org/acimh-congress/

Find presenters, bios, resources at this link for this particular presentation Scroll to bottom of the webpage to find "References and Resources"