Opportunity in the Opioid Crisis
The leadership role for hospitals

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Agenda

• The Opioid Crisis
  • Hospitals at the frontlines of the opioid crisis

• Washington State’s Response
  • The *Starts with One* public education campaign

• The Opportunity for Brands
  • What you can do to show leadership and how it benefits your brand

• Hospitals as Community Champions
  • How hospitals are shaping the conversation around this issue
Learning Objectives

1. Learn how to become a trusted source of information on the opioid crisis in your own community and integrate communication into your marketing content without feeling cynical or self-serving.

2. Learn how to use positive social norming to build brand messages designed to not only raise awareness about the issue, but also to promote positive behavior changes in your community.

3. Learn how to position your hospital as a community champion, build brand affinity, and track it.
Washington State’s Response

The *Starts with One* public education campaign
Opioids in the News

The Economic Cost of the Opioid Epidemic in Washington State

The cost and breadth of the opioid epidemic across the country continue to grow; the Centers for Disease Control and Prevention (CDC) recently found the epidemic is only getting worse as the number of opioid-related overdoses continue to rise. This report adopts the methodology employed by a November 2017 report by the Council for Economic Advisers (CEA), which found that previous estimates of the economic cost of opioids significantly underestimate the total costs of the epidemic. CEA found that in 2013, the economic cost of the opioid crisis nationwide was over $200 billion—six times larger than previous estimates.

In 2016, the economic cost of the opioid epidemic in Washington State was over $9.19 billion.

<table>
<thead>
<tr>
<th>Type of Cost</th>
<th>Cost (in millions)</th>
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<tbody>
<tr>
<td>Opioid-related Fatalities</td>
<td>$9,327.30</td>
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<tr>
<td>Pain Care Spending</td>
<td>$398.72</td>
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<tr>
<td>Addictions Treatment</td>
<td>$59.75</td>
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<td>Criminal Justice</td>
<td>$1,349.85</td>
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<tr>
<td>Lost Productivity</td>
<td>$2,245.93</td>
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<tr>
<td>Total</td>
<td>$6,164.90</td>
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</tbody>
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Opioid Impact on Washington State

2010 - 2015: 693 Opioid-related deaths
2017: 1,615 Opioid-related hospitalizations

Heroin overdose deaths more than doubled

Sources: Washington State Department of Health, Governor Jay Inslee’s Executive Order
At the Front Lines
Public Priorities

To-Do List

- Laundry
- Shopping
- Get presentation ready for Friday
- Buy Anniversary gift – Don’t forget this year!
- Try to solve national opioid crisis
Research Results

“I would never get addicted to anything my doctor prescribed.”

“It won’t affect me or my family.”

“My grandkids would never go through my medicine cabinet.”

“I know opioids are a problem, but what can I do?”

“I’ve talked to my kids about drugs.”

“My family knows to treat drugs responsibly.”
Best Practice Research

AND SCARE TACTICS IN PREVENTION EFFORTS

Messaging designed to shock and  
est strategies employed to reduce  
This strategy, often featuring  
and graphic messaging  
gained popularity as a response to  
Though used widely since,  
effective in substance abuse

Peer-reviewed research published  
the use of scare tactics and fear  
ations to prevent substance abuse.  
level prevention planners  
communications campaigns  
on the effectiveness of these  
ider when implementing such
Other Campaigns
The “Ah-Ha Moment”
Audiences

- Young adults
- Parents
- Older adults
Starts with One
Starts with One

honest conversation
The Opportunity for Hospitals

Building your brand by taking on community issues.
A Quick Poll:

How many of you would say your hospital or healthcare organization has a strong brand?
A Quick Poll:

How many of you would say your brand strongly positions you as a local community champion?
A Quick Poll:

How many of you are concerned about the impacts the opioid crisis is having in your community?
A Quick Poll:

How many of you would say you are a trusted leader specific to the opioid crisis in your communities?
A majority of Americans (76%) say the abuse of prescription drugs are an extremely or very serious issue in this country (Pew Research Poll 2017).

Rural Americans cite drug/opioid abuse as the biggest problem facing their local community (25%), followed by economic concerns (21%) (New England Journal of Medicine).
Who’s Responsible?

• The majority of the public (61%) think doctors are not doing enough to address the problem of opioid addiction to prescription pain (PBS–Marist, 2017).

• Asked about general responsibility beyond government, nearly half (47%) said the medical and mental health community bears the most responsibility for fighting opioid addiction (PBS–Marist, 2017).
Hospitals are in a unique position:

- Emergency response to overdoses
- Connecting patients to addiction treatment
- Working directly with pain management patients
- Accommodating new prescribing guidelines
Opportunity

Becoming a Force for Positive Change in Your Community.

- Owning the health of your community as part of your brand
- Assuming visible, authentic thought-leadership
- Leads to brand preference / patient loyalty / positive reputation + positioning
The Power of a Socially Conscious Brand

- More than half of people (53 percent) believe that brands can do more to solve social ills than the government (Edelman Earned Brand Survey 2018)

- Nearly two-thirds (64 percent) of consumers around the world will buy or boycott a brand solely because of its position on a social or political issue, an increase of 13 points from last year. (Edelman Earned Brand Survey 2018)

- More than half (55%) of respondents say they are willing to pay extra for products and services from companies that are committed to positive social and environmental impact (Neilson Research 2014)
Define Your Brand’s Role

- Define how this issue aligns with your brand values
- Understand what’s already being done in your community
  - Where is there opportunity to partner/support/lead
- Identify your available resources
  - What can you contribute to impact the issue
- Develop a plan to make a positive difference in your community
- Get buy-in from C-Suite
- Integrate the social change work and messaging into your brand communication/marketing channels
Coalition to host drug take-back event

By: Statesman-Examiner
Waxahachie, October 24, 2018

WELLPINT — Children of the Sun Prevention Coalition will be hosting a prescription drug take-back event on Oct. 26 from 10 a.m. to 2 p.m. at David C. Wynnscop Memorial Clinic, 8200 Agency Loop Road. This event is for the public to dispose of unused or expired prescription and over-the-counter medication in a safe and easy way.

This event supports the Washington State Health Care Authority's Starts with One campaign, which informs and educates adults, parents and young adults about the dangers of prescription drug misuse and the importance of safe storage, use and disposal.

According to the campaign website, "73 percent of opioid misuse starts with people using medication that wasn't prescribed for them — usually taken from a friend or family member." Simple steps, like safely disposing of medications, can stop them from being misused.
The right messages

Behavior change messages where hospitals can show leadership:

• Safe prescribing practices
• Safe storage and disposal of medication
• Alternatives to opioids for pain management
• Treatment for opioid use disorder
• Integrating behavioral health and primary care
• Supporting vulnerable populations
Leverage your own channels

How can hospitals communicate this message?

1. Owned media channels
   • eBlast / eNews
   • Social media channels
   • Environmental signage

2. Paid media channels
   • Event sponsorships + signage
   • Integrate into your media buy (digital and traditional)

3. Earned media channels
   • Pitch news about the issue in conjunction with partner organizations
   • Pitch features about the impact your team is making in real lives
Join our live Facebook Q&A event starting at 3pm today with Dr. Charissa Fotinos. We'll be talking about effects opioids have on the brain, why people become addicted, & treatment options. Bring your questions! Event: https://loom.ly/BDqAylw
Examples

Hospitals leading with a community-focused brand message.
Best Practice Example

UW Medicine
Best Practice Example

MetroHealth
Group Discussion:

What challenges has this crisis presented in your work?
Where could you lead on this issue?
Questions?

Please be sure to complete the session evaluation on the mobile app!
Christine Varela has worked with a variety of health care clients, leading national and international programs across a spectrum including hospital branding, public relations campaigns and mergers and acquisitions. She has led community-centered brand refresh initiatives for Jefferson Healthcare and Virginia Mason Memorial Hospital, and research for hospital systems like MultiCare and Providence Health. She is also the chief architect behind the *Starts with One* opioid prevention campaign in Washington State. Prior to her work with DH, Christine was the Director of Communications for Deaconess Medical Center.
Amy Blondin, Chief Communications Officer
Washington State Health Care Authority

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As the executive leader of the Health Care Authority’s Communications Division since 2014, Amy helps share the story of the agency’s innovative work across Washington State. Amy and her team manage strategic communications, media relations, online communications, social marketing, and graphic design. From provider outreach to public education, she works across health care divisions to develop and execute a wide range of communications. Prior to her time with the Health Care Authority, Amy oversaw communications at the Washington State Department of Early Learning.


