

# WILL

## Evidence of Effectiveness

## Pathways To Safer Opioid Use

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### T Safer Opioid Use



This is you, Shaun.  
You're a lead engineer  
for the first time—and  
you have some choices  
to make.

DILEMMAS:

# THE ENGINEER

"An excellent program that shows what patients and visitors see and how your attitudes and behaviors affect patient satisfaction." – Charge Nurse, suburban hospital

# The



# Preface

This document contains selected examples of evidence of the effectiveness for WILL Interactive's proprietary interactive behavior modification system. It contains:

- Publicly available statistics
- Evaluation summaries WILL is authorized to share

WILL is neither authorized to release the findings of our partners' internal assessments nor collect data from their constituencies except in concert with those partners.

# Case Study

## *Pathways to Safer Opioid Use*

U.S. Department of Health and Human Services  
Office of Disease Prevention and Health Promotion



### Study Abstract

According to the Centers for Disease Control and Prevention, each day, 44 people in the United States die from overdose of prescription painkillers. The prescription opioid epidemic is not only a public health concern but also a concern for the US economy. A 2011 study estimated that nonmedical use of prescription painkillers imposed a cost of \$53.4 billion on the US economy, including \$42 billion in lost productivity, \$8.2 billion in increased criminal justice costs, \$2.2 billion for drug abuse treatment, and \$944 million in medical complications. Health professionals need multiple strategies to ensure safe prescribing of prescription opioids.

### Study Authors

Elizabeth Squire, MA, Division of Health Communication and eHealth, HHS, Office of Disease Prevention and Health Promotion, Rockville, MD

Presented at 2016 National Conference on Health Communication, Marketing and Media

### About *Pathways*

*Pathways to Safer Opioid Use (Pathways)* was produced with the DHHS Office of

Disease Prevention and Health Promotion by WILL Interactive. Released in April 2015, *Pathways* is a virtual experience immersive learning simulation program. It uses key principles of health literacy and a team-based approach to promote the safe and effective use of opioids to manage chronic pain. *Pathways* allows the trainee to assume the role of four playable interactive movie characters who make decisions about preventing opioid-related adverse drug events. The playable characters are a primary care physician, a nurse, a pharmacist and a patient.

### Evaluation Methods and Results

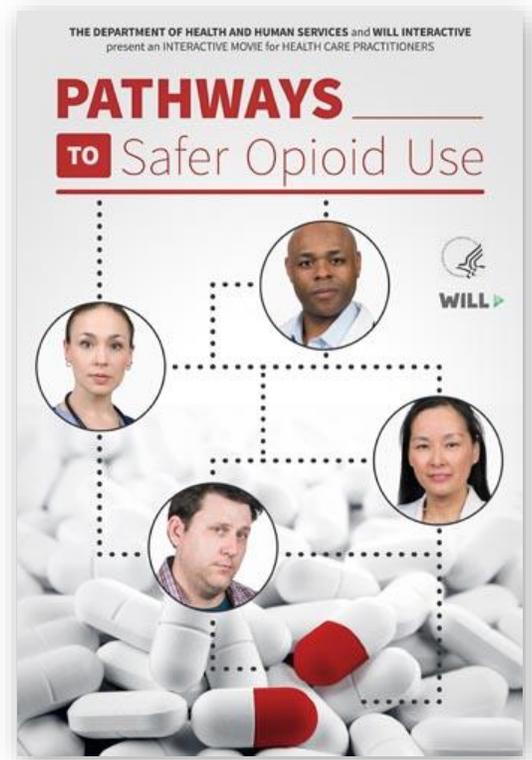
In an evaluation querying over 470 health professionals, 80% of participants reported that they planned on implementing something they learned during the online activity in their job or practice. The evaluation found that interactive movie simulation-based learning is a popular and effective medium for health professional training. The majority of participants (74%) said the lesson met their needs and 76% said the lesson provided useable ideas and/or techniques. In addition, the evaluation captured rich qualitative feedback from participants.

## Conclusions

Health care professionals are more likely to adopt appropriate opioid prescribing strategies if they experience patient centered simulation-based learning.

## Implications for Research and/or Practice

The opioid crisis, as well as future public health crises, may be lessened using health professional training in a similar simulation format.



# Case Study

## *Pathways to Safer Opioid Use*

Wayne State University School of Medicine  
Master of Public Health Program



### Study Abstract

The opioid overdose epidemic is a serious public health concern in the United States. In Michigan, opioid overdose deaths, many of them related to the use of prescription opioids, increased dramatically over the last decade. Additional training for all healthcare professionals regarding opioid use and addiction has been recommended.

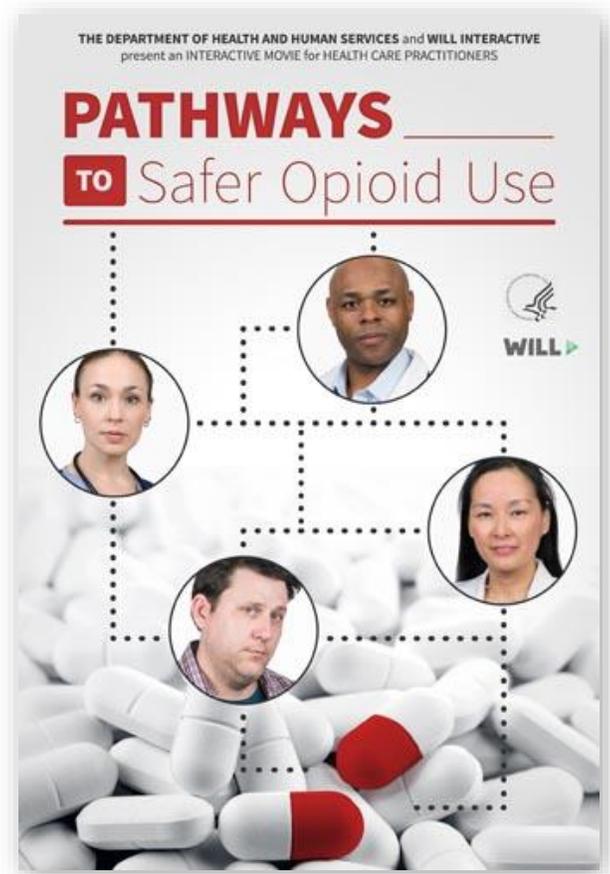
The objective of this study is to increase awareness of opioid overdoses and best practices with safe opioid use using an interactive web-based platform with interprofessional teams of healthcare students.

### Study Authors

Daisuke Kobayashi, MD1; Grenae Dudley, PhD2; Brittany Stewart, RD, PharmD3; Nancy Lewis, PharmD, MPH4.

### About *Pathways*

*Pathways to Safer Opioid Use (Pathways)* uses key principles of health literacy and a team-based approach to promote the safe and effective use of opioids to manage chronic pain. *Pathways* allows the trainee to assume the role of four playable interactive movie characters who make decisions about preventing opioid-related adverse drug events. The playable characters are a primary care physician, a nurse, a pharmacist and a patient.



## Evaluation Methods and Results

In this pilot training program, participants were grouped into teams made up of professional learners (medical residents, pharmacy, nursing and social work students). They received a 10 minute introductory presentation about the national opioid epidemic and knowledge about opioid use, followed by a 75-minute interactive session with *Pathways*. Pre- and Post-tests were performed to evaluate the knowledge related to opioid overdose. The program concluded with sharing feedback among participants.

A total of 24 participants (8 residents, 5 pharmacy, 5 nursing, 6 social work) completed the program. Pre-/Post-test results showed that participants improved their knowledge about opioid overdose significantly (58% to 89%,  $p < 0.001$ ). The majority of the participants felt that the training objectives were met and the training experience would be useful in their work, with participants expressing the intent to improve patient counseling, implement shared decision making, and increase communication across the health care team.

## Conclusions

Our multi-disciplinary pilot training program using an interactive web-based training was well received and successfully implemented. The future plan is to expand this program to a larger scale based on the experience & feedback from this program.