

# New England HIMSS Conference

## Using Project ECHO to Address the Opioid Epidemic Across Communities

Presenters: Kayla Cole, Lisa Letourneau MD, MPH  
Project ECHO Northern New England Network Team



Project ECHO: Northern New England Network



### Today's Objectives

- Understand Project ECHO fundamentals
- Describe Northern New England Project ECHO Network
- Identify challenges in addressing opioid epidemic in northern New England
- Explore how Project ECHO can be tool to help clinicians and communities address opioid epidemic



Project ECHO: Northern New England Network





## What is Project ECHO?

Extension of Community Healthcare Outcomes

Not for profit movement to improve care by supporting communities of practice with learning and support, with goal of improving decision-making by collaborative problem solving



Project ECHO: Northern New England Network



## Project ECHO Mission

- Movement to demonopolize knowledge
- Amplify local capacity to provide best practice care for underserved people all over world
- Committed to addressing needs of the most vulnerable populations by equipping communities with right knowledge, at right place, at right time

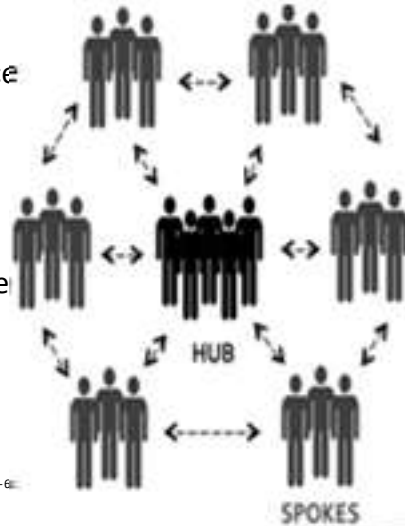


Project ECHO: Northern New England Network



## Project ECHO Methodology

- Use **technology** to leverage scarce resources
- Share **“best practices”** to reduce disparities
- Use **case-based learning** to master complexity
- Track data to **monitor outcomes**



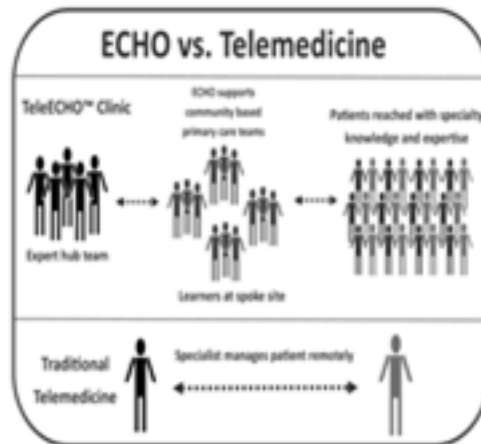
Arora S, Geppert CM, Kalishman S, et al. Acad Med. 2007 Feb;82(2):154-61.



Project ECHO: Northern New England Network



## ECHO Model ≠ “Telemedicine”



Graphic and visual conceptual framework used with permission from Kent Unruh and Project ECHO.



Project ECHO: Northern New England Network



## Telemedicine vs. ECHO

### Telemedicine

- Focus is on direct service delivery
- Single expert providing opinion
- Usually one-to-one
- Usually billable
- Unidirectional flow of information
- Usually one-and-done, or time-limited/specific

### ECHO

- Focus is on education and capacity building
- Multidisciplinary expert team providing mentoring, advice support
- One-to-many (hub and spokes)
- Not usually billable
- Multidirectional flow of knowledge
- Ongoing, based on learner's needs



Project ECHO: Northern New England Network



## Potential Benefits of ECHO Model to Health Systems

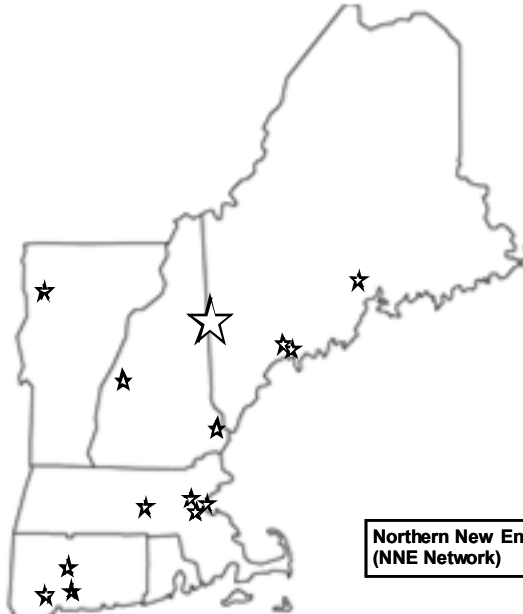
- Improve quality and safety
- Promote rapid learning and dissemination of best-practices
- Reduce unwanted variations in care
- Enhance access to specialty knowledge for rural and underserved patients
- Reduce disparities
- Promote workforce training
- Improve professional satisfaction/retention
- Promote cost-effective care by avoiding excessive testing, travel
- Prevent costs of un/undertreated conditions (eg: liver transplant)



Project ECHO: Northern New England Network



## Current ECHO Hubs in New England



**Connecticut**

- ❖ Community Health Center Association of CT Hub
- ❖ Hartford Health and Human Service Hub
- ❖ Weitzman Institute Hub

**Massachusetts**

- ❖ UMass Memorial Medical Group
- ❖ Lurie Center for Autism
- ❖ Boston Medical Center
- ❖ Beacon Health Options

**Vermont**

- ❖ University of Vermont (UVM)


**New Hampshire**

- ❖ Dartmouth Hitchcock
- ❖ University of New Hampshire (UNH)

**Maine**

- ❖ MaineHealth
- ❖ Maine Medical Center
- ❖ Maine Quality Counts


**Northern New England Network (NNE Network)**



Project ECHO: Northern New England Network


## Northern New England (NNE) ECHO Network

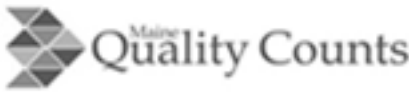
---




















Project ECHO: Northern New England Network

## NNE ECHO Mission and Vision

---

### Network Mission NNE ECHO

- Design and implement regional network of telehealth services using Project ECHO model to improve access, care delivery, outcomes & health for Northern New Englanders (ME, NH, VT)
- Support providers and patients to work effectively together to manage common, emerging and complex conditions safely, effectively and compassionately

### Network Shared Vision

- Enhance access and improve health outcomes throughout Northern New England region



Project ECHO: Northern New England Network

11

## NNE ECHO Primary Project Goals

---

- **Goal 1:** Improve knowledge and support for primary care practice teams in Northern New England to manage chronic, common, and complex conditions safely, effectively, and compassionately
- **Goal 2:** Improve and sustain capacity of the rural health system across Northern New England to address social determinants of health in order to improve population health across NNE region



Project ECHO: Northern New England Network



## NNE ECHO Network Programming

Project ECHO: Northern New England Network



## Project ECHO: NNE Network Programs

Project ECHO:  
Perinatal SUD

Project ECHO:  
NNE Medications  
for Addiction  
Treatment



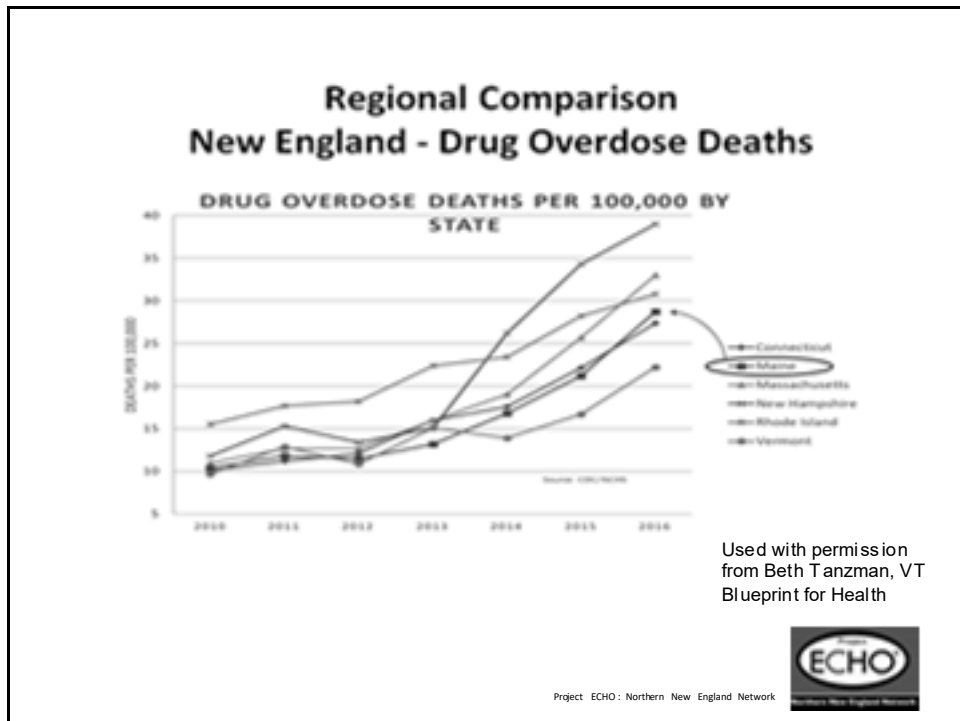
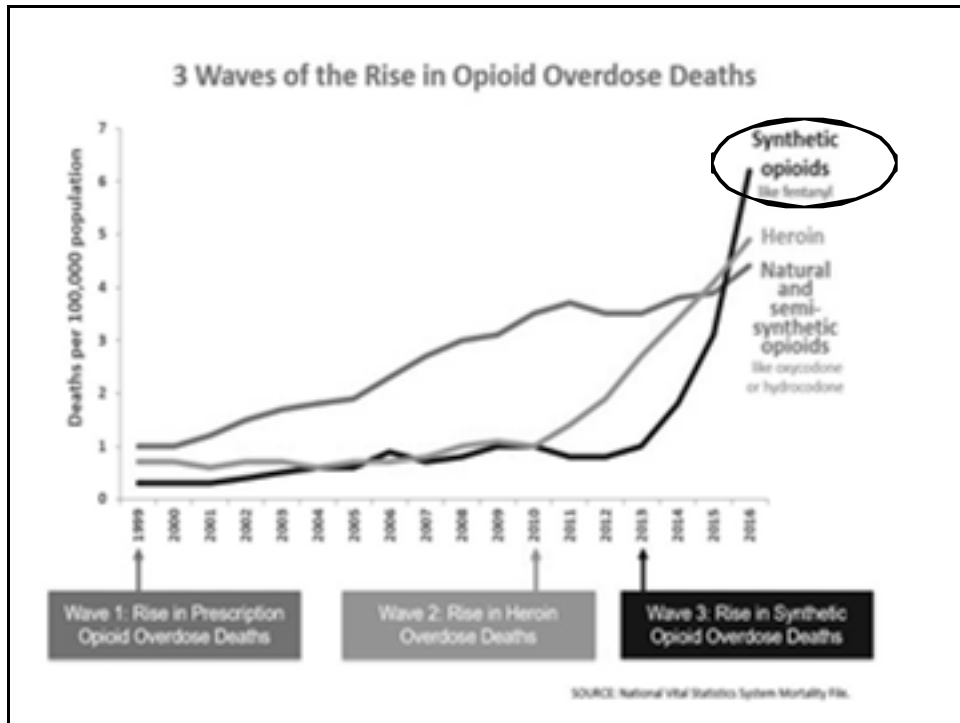
Project ECHO:  
Older Adult Care

Community  
Opioid Overdose  
Response  
(COOR) ECHO

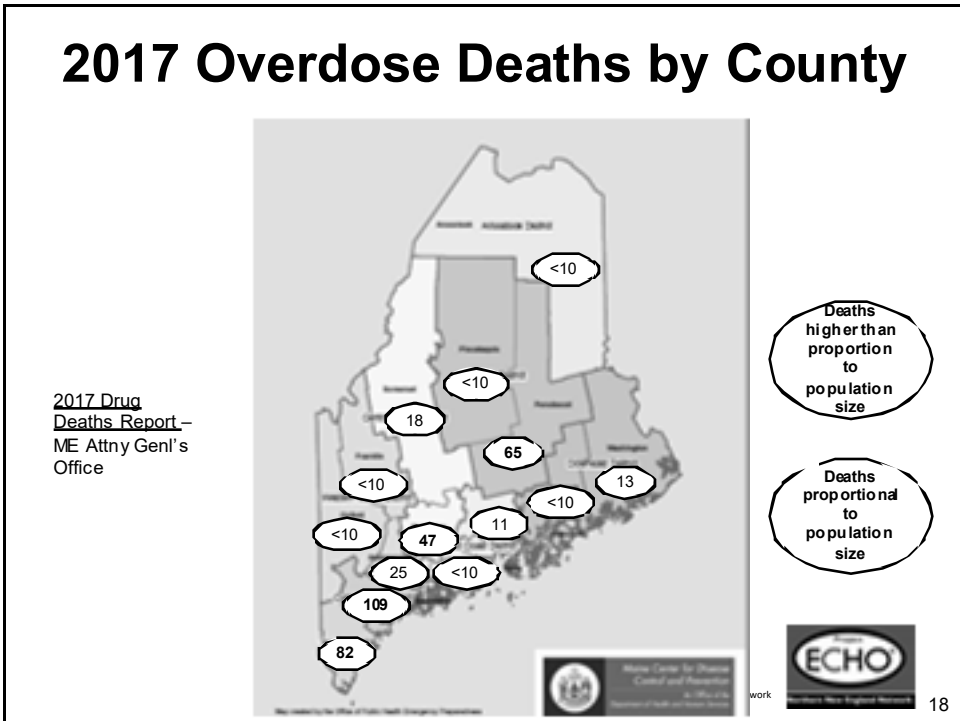
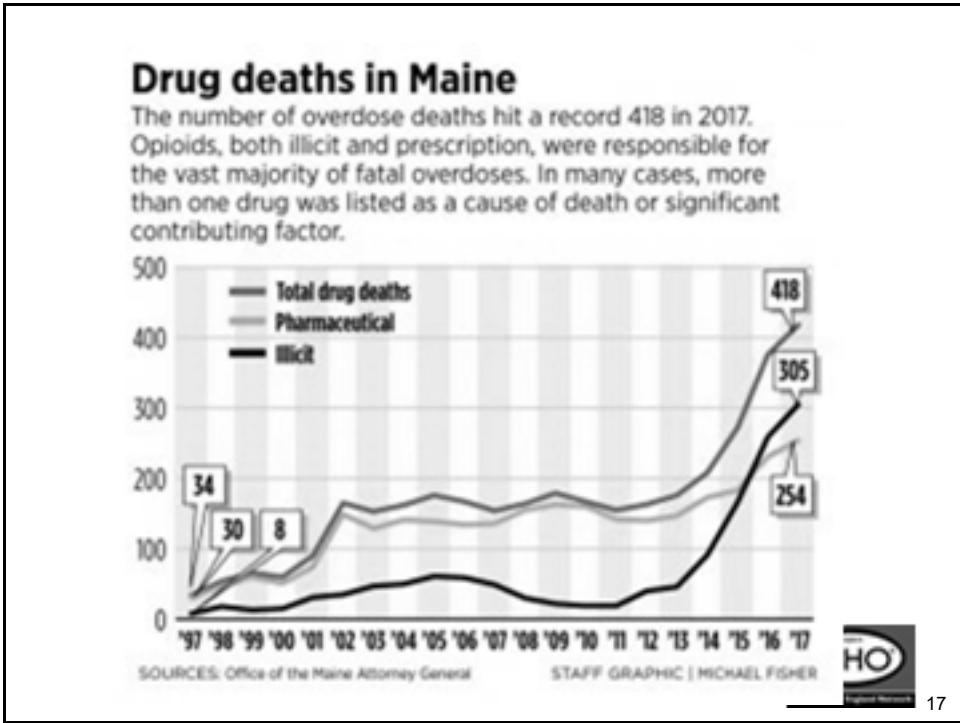


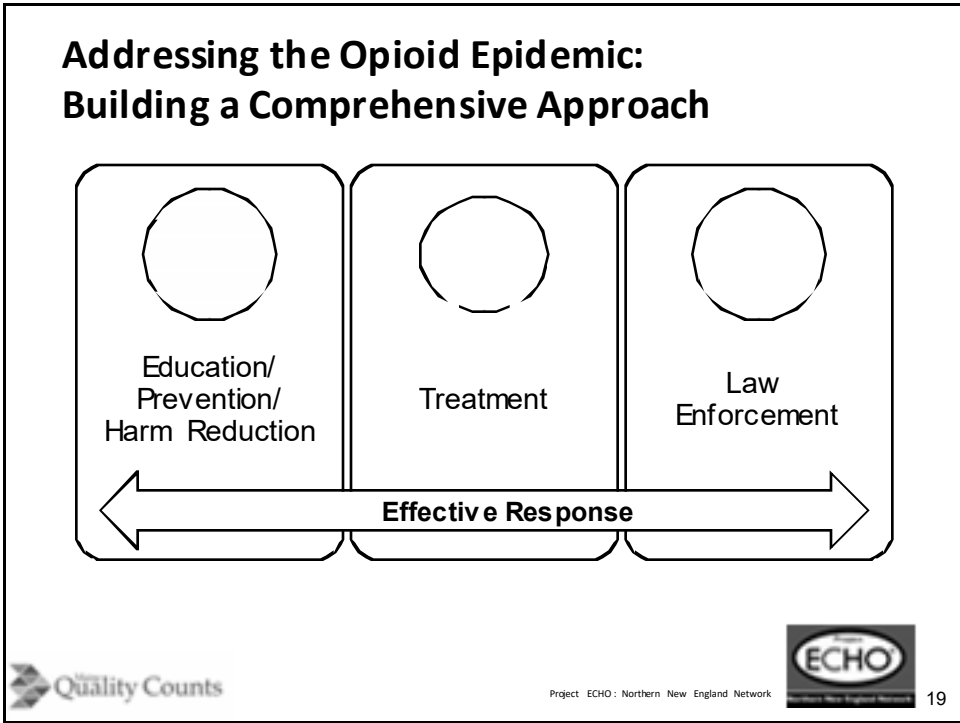
Project ECHO: Northern New England Network











- ### Opioid Spectrum of Action for Clinicians
- 
1. Promote efforts to prevent addiction
  2. Decrease & improve safety of opioid prescribing
  3. Improve chronic pain management; shift focus from eliminating pain to improving function
  4. Screen for & recognize addiction where it exists
  5. Offer treatment for addiction (MAT!)
  6. Promote rescue & harm reduction strategies (e.g. naloxone)
- Quality Counts
- Project ECHO: Northern New England Network
- ECHO
- 20

## Building an Opioid Recovery Community of Practice

---

QC strategic 'bold goal' for addressing opioid epidemic:

- Reduce drug overdose deaths by 1/3<sup>rd</sup> in 3 years:
  - Prevent 125 people from dying of drug OD deaths, reducing overdose deaths from 418 (2017) to 293 (2020)
  - Strategies: (in collaboration with statewide partners)
    - Promote efforts to prevent addiction
    - Decrease and improve safety of opioid prescribing
    - Increase capacity for SUD treatment
    - Explore and implement best practices to prevent drug overdose deaths
    - Promote recovery-oriented system of care



Project ECHO: Northern New England Network

21

## Building an Opioid Recovery Community of Practice

---

Project ECHO as key strategy:

- Create opportunities for healthcare partners and their communities to build expertise in delivering OUD tx services
- Use distance learning to overcome structural and population challenges in very rural geographies
- Expand opportunities to engage providers in extremely rural locations where services to build OUD response are scarce
- Connect communities statewide to best practices and support to sustain and expand their work, and sharing success
- Convene communities to share best practices to reduce drug overdose deaths



Project ECHO: Northern New England Network

22

## Building an Opioid Recovery Community of Practice

---

### Challenges:

- Coordinating with existing efforts to engage clinicians in OUD response across tri-state region
- Engaging practice leaders in covering time for clinicians to participate in ECHO
- Coordinating clinical efforts with community response

### ECHO Opportunities:

- Build competence, confidence of clinicians in area with which many have little experience (MAT)
- Offer systems approach to connect clinicians with community partners – needed for local responses!



Project ECHO: Northern New England Network

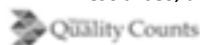
23

## Project ECHO: Perinatal SUD

---

### Program Goals

- Increase capacity, competence of providers, teams caring for women with SUD during pregnancy and newborn infants
- Provide overview of evidence-informed tools to care for pregnant women with SUD and their newborns to family medicine, obstetric, pediatric and addiction medicine providers
- Provide overview of current evidence-informed guidelines for care for mothers and their newborns
- Identify strategies, best practices, resources, and emerging topics



### The Cohort

- 27 active spokes (ME: 16; NH: 5, VT: 6)
- 13 site locations (ME: 8, NH: 3, VT: 2)

### Demographics

- OBGYN & Additional Medicine Providers – 10 participants
- Pediatric & Neonatal – 8 participants
- Behavioral Health – 6 participants
- Other (Not Identified, Management, System Leaders) – 3 participants



Project ECHO: Northern New England Network

## Perinatal SUD Evaluation

*Please rate the usefulness and value of this teleECHO session didactic.*



Excellent or good



Enhanced Competence



Positive influence on practice

*How would you rate the value of the Case presentation and discussion that occurred*



Excellent or good



Enhanced competence



Project ECHO: Northern New England Network



## Project ECHO: NNE MAT

### Program Goals

- Improve lives of patients and families living with SUD
- Enhance capacity and quality of services available to patients in their communities through their primary care practices
- Establish primary care culture that understands addiction as a chronic disease and is prepared and capable to address range of issues, including underlying trauma and mental health conditions that emerge during treatment
- Identify strategies, best practices, resources, and emerging topics

### The Cohort

- 99 spokes (ME: 53, NH: 46)
- 26 site locations (ME: 14, NH: 12)

### Demographics

- Primary Care Providers (MD,NP,DO,PA) – 40 participants (34 X-waivered)
- Nurse – 9 participants
- Behavioral Health – 18 participants
- Medical Assistants – 8 Participants
- Other (Not Identified, Management, System Leaders, CEOs) – 24 participants



Project ECHO: Northern New England Network



## NNE MAT Evaluation

*Please rate the usefulness and value of this teleECHO session didactic.*



Excellent or good



Enhanced Competence



Positive influence on practice

*How would you rate the value of the Case presentation and discussion that occurred*



Excellent or good



Enhanced competence



Project ECHO: Northern New England Network

## Expanding Model to Connect Communities

- Community Opioid Overdose Response (COOR)ECHO
- Aims to bring together key stakeholders within communities to work collaboratively to decrease drug OD deaths – e.g.
  - Public health
  - Health care
  - BH/SUD providers
  - Emergency Depts
  - Recovery Community
  - Law enforcement (police, sheriffs)
  - EMS / First Responders, etc...

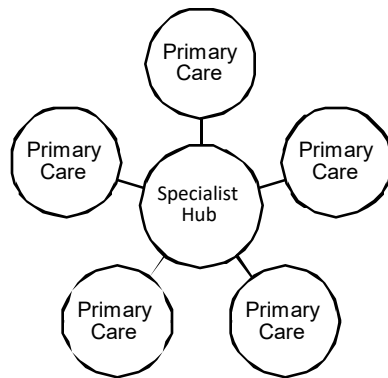


Project ECHO: Northern New England Network

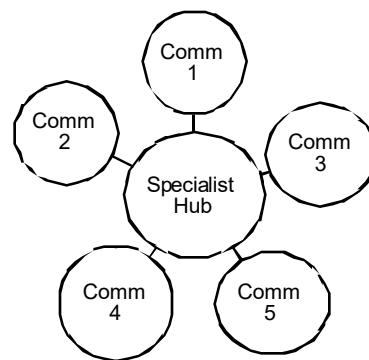
28

## Expanding the ECHO Model

### Classic ECHO Model



### Community ECHO Model



Project ECHO: Northern New England Network

29

## COOR ECHO

---

- **Goal: Reduce drug overdose deaths!**
- Key COOR ECHO focus areas:
  1. Collect and monitor data on OD death
  2. Provide rapid access to low-barrier OUD treatment
  3. Promote widespread availability to naloxone
  4. Promote ready access to recovery supports



Project ECHO: Northern New England Network

30

## COOR ECHO Communities

---

- Boothbay Region Community Resource Council
- City of Portland
- Coastal Healthy Communities Coalition (York County)
- Community Health Leadership Board (Bangor)
- Health Access Network (northern Penobscot County)
- Healthy Community Coalition (Farmington)
- Knox County Comm Health Coalition/Pen Bay YMCA
- MaineGeneral Medical Center
- Mid Coast Hospital/ Access Health
- Passamaquoddy Health Center
- Strategies for a Stronger Sanford
- Tri-County Mental Health Svcs (Androscoggin Cnty)

Project ECHO: Northern New England Network



31

## Discussion

---

- Thoughts?
- Questions?

Project ECHO: Northern New England Network





## Contact Information

- Kayla Cole, CSP-SM
  - [kc Cole@mainequalitycounts.org](mailto:kc Cole@mainequalitycounts.org)
  - W: 207.620.8526,1027
- Lisa M. Letourneau MD, MPH
  - [Lletourneau@mainequalitycounts.org](mailto:Lletourneau@mainequalitycounts.org)
  - C: 207.415.4043

If you would like to learn more about QC's ECHO programs please visit:  
<https://mainequalitycounts.org/initiatives-resources/echo-test/>

If you would like to join our mailing list for upcoming opportunities please  
 email Jonathan Church at [jchurch@mainequalitycounts.org](mailto:jchurch@mainequalitycounts.org)



Project ECHO: Northern New England Network



## Telehealth Questions?



**Danielle Louder**  
 Program Director, Northeast Telehealth Resource Center  
 Co-Director, MCD Public Health  
 Email: [DLouder@mcdph.org](mailto:DLouder@mcdph.org)  
 Phone: 207-622-7566 ext. 225



### General Telehealth Resources

**Northeast Telehealth Resource Center**  
[www.netrc.org](http://www.netrc.org)

**National Telehealth Resource Centers**  
[www.telehealthresourcecenters.org](http://www.telehealthresourcecenters.org)

**Center for Connected Health Policy**  
[www.cchpca.org](http://www.cchpca.org)

**Telehealth Technology Assessment Center**  
[www.telehealthtechnology.org](http://www.telehealthtechnology.org)

**American Telemedicine Association**  
[www.americantelemed.org](http://www.americantelemed.org)

**Center for Telehealth & e-Health Law**  
[www.ctel.org](http://www.ctel.org)

*And many great regional programs willing to share!*

[www.netrc.org](http://www.netrc.org)