

- Examining the impact of substance use disorder using patient perspectives on hospitalization
- Communication and dissemination of substance use disorder through educational modules

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Project Overview



EXCEPTIONAL CARE. WITHOUT EXCEPTION.

CHERISH

Center for Health Economics of Treatment Interventions for Substance Use Disorder, HCV, and HIV



- McCabe Study
- Translation and Dissemination modules



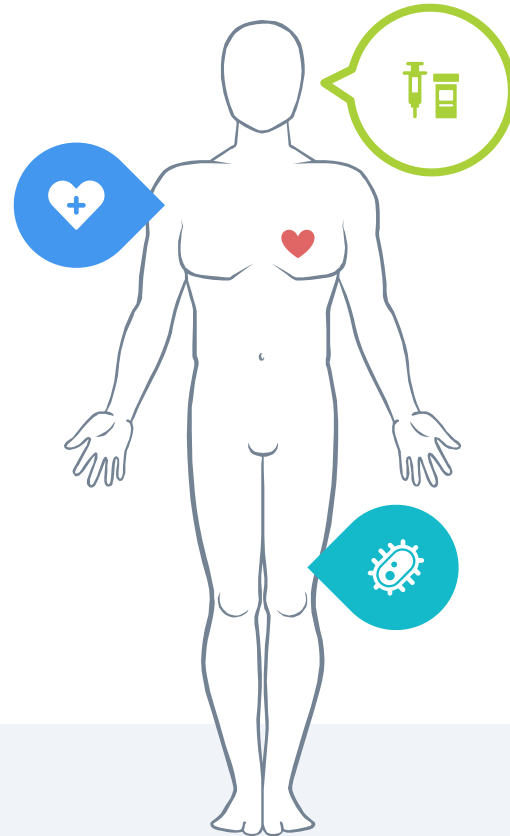
UNIVERSITY OF MIAMI
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**Weill Cornell
Medicine**

Big concept

- McCabe Study: **understand patient perspectives related to care transitions** and the best strategies for supporting patients with OUD in linking from **acute care to ongoing MOUD treatment in the community.**
- Translation and Dissemination



McCabe Study

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Aims

- 1) **Explore patient perspectives on barriers (logistical, psychological, etc) facilitators, and identified needs after OUD-related hospitalizations.**
- 2) Determine feasibility and acceptability of potential implementation strategies to support access to care following hospitalization.
- 3) **Improve** hospitalization for PWUD



Methods



Recruiting patients

25-30 patients through Penn Medicine algorithm (criteria: OUD diagnosis, receipt of buprenorphine, methadone, or naloxone, chief complaint consistent with OUD,)

Reviewed existing transcripts

Specifically looking for common themes.

NVivo

Storing, analyzing, inputted codebook into NVivo, finalized theme definition and examples, coded quotes line by line; Meetings/ Kappa score

Conducted Semi-structured Interviews w/ patients + created transcripts

This includes transcribing the recordings and de-identifying the transcripts.


Created codebook

Formalized themes, definition, and examples

Preliminary Findings

Themes

Advice for Care
Comfort
Context
Current Hospitalization
Drug Supply
Harm Reduction
In hospital MOUD (Medications for opioid use disorder)
In hospital; searches
Medical Context
Prior Non-medical systems
Stigma from others
Stigma towards self & other PWUD
Team communication
Transition



“ He was only my doctor for four days. And then I had Dr. [Last name 1], Jean [Last name 1]. She is just the opposite. She has been a totally blessing to me.

This other doctor seems like he looked at me as a piece of trash.”

// ... **Housing is most important because living on the streets, it's rough.** But nowadays **it's real rough because of the violence.** Whereas though in the past, it wasn't really that violent. Now it is violent. You never know. **You're sleeping and the next thing you know, you get lefts, rights, kicks, punches,** you're getting sh*t thrown on you. You just don't know.

Theme:

Context:

circumstances, events, etc that preceded their arrival to the hospital

Translation and Dissemination modules

Educational Modules

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Educational Modules

Aim

To build the dissemination science knowledge base in SUD policy and HCV and HIV care by developing and implementing training on best practices for stakeholder engagement and communication of relevant economic methodologies and by conducting relevant dissemination science research

- Op-ed module
- Social media module

My role

- Record feedback on interviews

What's next

- Introduce Media Engagement module

Social Media Introduction

Social Media

Introduction

In this module, you will learn about how to optimize your social media presence for research translation and distribution. Twitter, as the best platform for this work, will be the focus. This content was taken from an LDI fellows webinar with [Nick Dean](#), e., Director of Digital Strategy for [Business](#), e.. The module will take no more than 20 minutes to complete.

Learning Objectives

By the end of this module, you will be able to:

1. Explain the kinds of engagement with content that are possible on Twitter.
2. Recall and explain the important elements of creating content for social media, specifically Twitter.
3. Analyze what makes a good Twitter post for research.
4. Identify steps for building a following on Twitter.



A Question Before Beginning

Whether you love, hate, or are indifferent to social media, you must realize that people use it for all kinds of purposes. Does it have any real benefit for the dissemination of your research, though? Answer the question below, then continue to the next page.



Three Key Points

There are three other essential points about Twitter worth remembering whenever you work with social media.

1. Humans want to talk to humans, even from behind a screen.
2. Building a social media presence is a marathon.
3. Share others' work more than your own.

Each of these points is explained in more detail by Nick in the tabs below. Listen to (or read) each segment before continuing.

Human Marathon Others' Work



0:00 / 1:18

Op-Eds Introduction

Op-Eds

Introduction

In this module, you will learn about how to plan, draft, revise, and prepare an op-ed for publication. The module is divided into three sections with a short conclusion. Throughout the module, you will watch short videos and complete some drafting exercises and questions that will help you learn to revise your own op-ed pieces. The module will take no more than 20 minutes to complete.

Learning Objectives

By the end of this module, you will be able to:

1. Recall and explain the important elements of an op-ed.
2. Assess a draft of an op-ed for adherence to the important elements.
3. Revise a draft of an op-ed for publication.



Why Write an Op-ed?

You may be wondering why you would want to write an op-ed. Is this really a way to get people to notice your research? In the short video below, Meredith Rovine, president of [Vine Public Relations](#), e., walks you through the reasons for writing an op-ed and the ways it can serve you. Watch this video [1 min] before moving into the rest of the module.

why-write-an-op-ed

Anatomy of a Tweet

Let's take a brief tour through a Twitter post to understand what all of the parts are. Here is an illustration of a tweet with some parts labeled. The main areas you should be aware of are the "handle", the name you reference if you are tagging (mentioning) someone specific in a tweet, the "link preview", which is how an article will look when you include it in your post, and the ways to engage, which are the buttons along the bottom of a post. More detail on those below. If you need the image larger, you can [download it](#).

Tweeter's name (person, company, other)

Handle, your username. Try to come up with something simple and memorable. Also use people's handles when you mention them in a tweet, if they have an account. That will notify them that you are referencing what they said.

Avatar, the symbol or picture you use to represent yourself. Don't spend too much time thinking about this; it is not as important as what you say.

Link preview. When putting an article or website link into your post, it will often come with an image and preview text. Use your private account to check how these look before posting to your public account.

Tag, a mention of another Twitter user. The different color and 'at' symbol lets you know that they will be notified of your mention. Only mention people who are really connected to what you are tweeting about. If you click on this tag, it will show you their feed.

Details: Applications are open for @RWJF Feb 3
Call for Leaders Nationwide to Build a Culture of Health
@CSPIFellows & @CultureofHlthLd
Apply: [rwjf.org/22InHlth](#)
Deadline: Varies by program
Questions: [coordinatingcenter@rwjf.org](#)

Leadership for Better Health
RWJF offers funding and leadership opportunities for collaborative innovators from EVERY field.
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Ways to engage. See

Lessons Learned

- Stigma & Sensitivity
 - ◆ Opioid Epidemic

- Storytelling
 - ◆ Coding
 - ◆ Great power in patient narratives

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Thanks!

Any questions?

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