



Pursuit of Primary Care / Addiction / Recovery Service Line Integration within a Patient-Centered Medical Home

Jumee Barooah, MD

The Wright Center for Community Health and its affiliated entity, The Wright Center for Graduate Medical Education

Who Am I Personally and Professionally?

- Lifelong learner
- Graduate of The Wright Center for Graduate Medical Education Internal Medicine Residency
- Medical Director of The Wright Center for Community Health Mid Valley Practice
- Addiction Board-certified
- Mother of two young children
- Wife to local cardiologist
- Physician-faculty who loves to teach



About The Wright Center for Community Health and its affiliated entity, The Wright Center for Graduate Medical Education

OUR MISSION:

To improve the health and welfare of our community through inclusive and responsive health services and the sustainable renewal of an inspired, competent workforce that is privileged to serve

OUR VISION:

To integrate patient care delivery, workforce development and innovation to be the leading model of healthcare in America

OUR NICHE:

Innovative and responsive primary healthcare through community centric workforce renewal

OUR VALUES:

Do the right thing
Be privileged to serve
Be an exceptional team player
Strive for excellence
Be driven for great results
Spread positivity



10-YEAR VISION

To be recognized by the President of the United States as THE Health and Human Services (HHS) gold standard community based model for primary healthcare with integrated workforce development by June 30, 2027.

EVERY DOCTOR

employed at The Wright Center for Community Health
cares for, teaches and learns from patients, our community
and its current and future inter-professional workforce.

EVERY EXECUTIVE

serves and has some formal level of responsibility
within The Wright Center for Community Health and
The Wright Center for Graduate Medical Education.

Our Primary Care to Addiction/Recovery/Behavioral Health Provider Journey...

- So many “what ifs”
- Leaning into the fear of opening Pandora’s Box
- Bravely addressing stigma



Myths and Denial

I'm sure if my patient had an issue with mental health or addiction, they'd let me know.

They need to just decide to stop using. Everyone knows that taking drugs is a choice.

I want to practice Primary Care, not deal with addicts.

I see kids in my practice; I can't be offering services to 'those' people.



Michael R. Walko Jr.
June '88 – Nov '16

Our Primary Care to Addiction/Recovery/Behavioral Health Provider Journey...

- Designated as an Opioid Use Disorder Center of Excellence (OUD-COE) in 2016
- PAC-MAT (1 of 8 in state)
- Healthy MOMS (pregnancy-recovery)
- Providers and staff, certified recovery specialists, case managers, social workers
- 460+ intakes / 200+ active patients



Healthy
MOMS
EMPOWERED IN RECOVERY



A Team-Based Approach to Integrated Care

Continued Focus on Building and Expanding Our Care Team

- 13 jobs created to date
- 13 providers MAT-certified; 7 in process
- 3 Addiction Medicine Board Certified PCPs
- Providers and staff, case managers, social workers
- Pursuit of tuition reimbursement (PA)
- Patients turned Certified Recovery Specialists (CRS)



A Team-Based Approach to Integrated Care

Continued Focus on Building and Expanding Our Care Team



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Healthy Maternal Opiate Medical Supports (MOMS)

An Initiative to Help Pregnant Women Jumpstart their Lives in Recovery and Deliver Healthy Babies

- Modeled after Ohio's MOMS program [www.momsohio.org/]
- Started October 2019 solely in Lackawanna County
- Grant funded through Pennsylvania Department of Drug and Alcohol Programs and AllOne Foundation
- 52* moms enrolled across Northeastern Pennsylvania (Lackawanna, Luzerne, Wayne, Susquehanna and Pike counties)
- 18* births to date
- Goal: to serve 50 dyads (mom and baby pairs) in 2019

* data as of June 21, 2019

Healthy MOMS

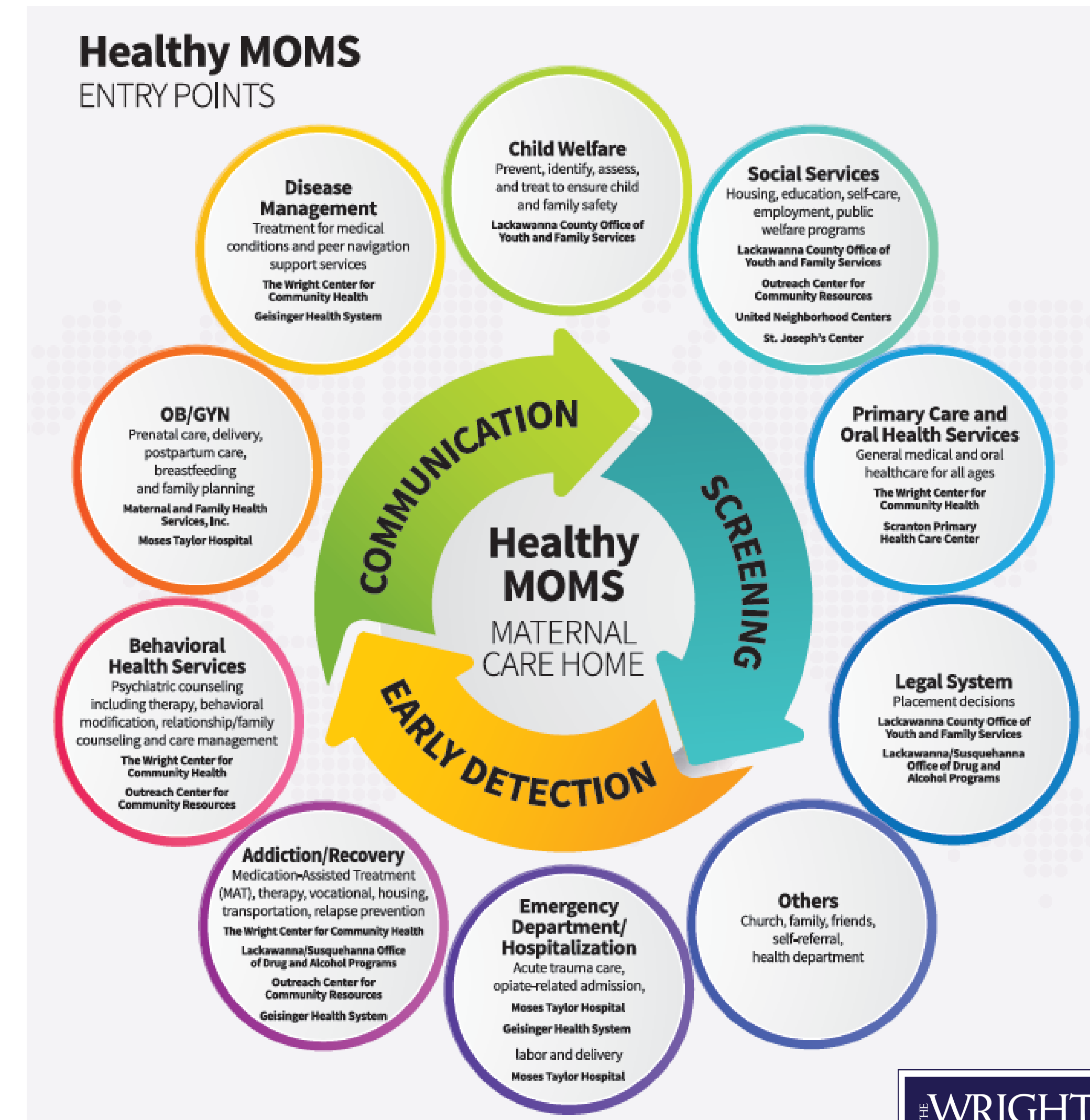
Unique Program Aspects

- Lackawanna County Children & Youth Services' Plans of Safe Care
- Launched “Mommy Dollars” program
 - To support ongoing engagement after the babies are born
 - Moms earn points towards gift cards by keeping appointments and participating in support groups, AA Meetings, parenting classes, etc.
- Maternal & Family Health Services' Nurse-Family Partnership (birth – 2y/o)
- Outreach for Community Resources [job placement and community connectedness for woman and partners]

A “No Wrong Door” Approach

Core partners include:

- Lackawanna County Office of Youth & Family Services
- The Wright Center for Community Health
- Susquehanna County Children & Youth Services
- Outreach Center for Community Resources
- Maternal and Family Health Services, Inc.
- Moses Taylor Hospital
- St. Joseph’s Center
- and more...



Getting the Word Out

Outreach Across Traditional Paid Mediums and Through Organic Partner Referrals

- Billboards, radio spots
- Social media posts/shares
- Local, grassroots PR
- Newspaper ads, handouts
- Healthcare workforce education [Grand Rounds]
- Engagement in local community workgroups
- Website launch



Vision for the Future

- Reimbursement Rates/ Insurance Co. Negotiations
- Expanded Partnerships
- Long-term Funding
- Cultural Shift and Community Readiness
- Continued Buy-in of Staff and General Public
- GME Education / Workforce Development
- Changing the Narrative (IHI)
- Get Feedback from the Moms
- Deliver Healthy Babies and Engage Healthy MOMS



Institute for Healthcare Improvement

IHI Open School

Recover Hope Campaign Change the Narrative Pledge

The IHI Open School Recover Hope campaign aims to improve the lives of 50,000 people living with substance use disorders around the world by April 2020. Our network of change agents will act together to promote awareness, prevention, and treatment of substance use disorders.

We believe that the first step in this journey is to change the narrative: To recognize substance use disorder as a chronic medical condition — not a moral failing — and to see people with substance use disorders as deserving of empathy, respect, and high-quality treatment.

Stop stigma and take a stand for person-first, recovery-focused language

Instead of using this stigmatizing language...	I pledge to use this language instead:
Drug user/Abuser Alcoholic/Drunk Junkie Addict	Person with a substance use disorder
<ul style="list-style-type: none"> • Drug habit • Abuse • Problem 	<ul style="list-style-type: none"> • Substance use disorder • Use Misuse • Risky Unhealthy Heavy use
Person is clean	Person in recovery Abstinent Not drinking or using drugs
Relapse	Recurrence Return to use
Clean or Dirty	Positive or Negative (toxicology results)
Substitution or replacement therapy	Treatment or medication for substance use disorder

Signed by: _____ Date: _____

Signature: _____

Learn more and get involved with the IHI Open School Recover Hope campaign at ihi.org/OpenSchool or by emailing openschool@ihi.org

Adapted with permission from the Brigham Comprehensive Opioid Response and Education (B-CORE) program

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thank
you

follow
us

