

MAT Communications

A guide to DEA-X waiver practices who want to increase awareness in their communities about MAT services.

WELCOME



PRACTICE INNOVATION PROGRAM

- As part of the the CU Practice Innovation Program, we now offer communications tools to practices who want to increase awareness in their communities about MAT services and increase MAT patient volume.
- This document provides instructions on using these tools.
- If you would like assistance implementing these tools and have capacity to accept more than 10 new patients, we can provide professional communications assistance at no charge. Please review this document first to see what you can do on your own and how to request support.

A Modular Approach

- The MAT Communications “toolbox” is a modular program that allows each practice to implement as many or as few initiatives as you would like.
- The elements of this program were selected and designed with guidance from practices across the state. Our thanks goes to the following for their assistance:
 - All Health Network
 - Care for the Family
 - Confluence MD
 - Denver Back Pain Specialists
 - STRIDE Community Health Center
 - SVL Behavioral Health Group
 - Valley-Wide Health Systems

MAT Communications Toolbox

- The following marketing tools are available for your use. We have listed the tools here in the order we recommend you use them. Start with the initial tools and use more as you want more exposure.
- You can order all materials and request assistance on the accompanying MAT Communications Order Form.
- **Communications Tools:**
 1. Online MAT provider lists
 2. Website content
 3. Customizable rack cards and flyers to post internally and send to external referral sources (available in English and Spanish)
 4. Customizable brochure to help educate your employees and other referral sources in the community about MAT
 5. Letter to referring physicians
 6. Letter to community referral sources
 7. Media release/media relations

Step 1: Get Listed

Be sure your practice is listed on key MAT provider websites.

DIY Instructions:

- The Practice Innovation Program communications program directs people to www.mathelps.org to find MAT providers in their community. This website links to the list of providers at www.opirescue.org.
- Check www.opirescue.org to make sure your practice is listed. If it is not listed, contact OpiSafe at: <https://opisafe.com/contact-us> and ask to be added.
 - Note: Colorado Hospital Association location finder at <https://cha.com/opioid-safety/coloradomat/treatment-locator/> also uses the OpiRescue provider list.
- SAMHSA: <https://www.samhsa.gov/medication-assisted-treatment/practitioner-program-data/treatment-practitioner-locator/results/none/none/none/CO> If you are not listed, click on the “Update Practitioner Profile Form” on the page.

Step 2: Include information on your clinic's website.

- If you have not added MAT services to your practice website (or if you would like additional content), we have developed website content for you, along with a banner image that matches the campaign. You can order this content on the accompanying order form. (An image of the banner is shown below.)
- DIY Instructions:
 1. Open the “Website Copy” document once it is sent to you (Word document).
 2. Read all comments and customize all highlighted fields.
 3. Give copy along with “Banner Image” to your website designer to add to website.



Step 3: Order and distribute collateral material.

The Practice Innovation Program has created and printed three pieces of collateral for your use:

- 1. For general public/potential patients:**
 - Rack card (fits in a brochure holder)—pictured on next page.
 - 8.5" x 11" flyer—pictured on page 9.
 - 2. For people who work with potential patients, including your staff:**
 - Brochure explaining MAT and how to refer a patient
- These materials are pre-printed and available free of charge. To order, please fill out the accompanying MAT Communications Order Form and choose the quantity you desire. Spanish versions of the rack card and flyer are also available.
 - These materials provide a statewide website that lists MAT providers (www.mathelps.org). However, **the materials can be customized** by printing a sticker with your clinic name, website, and phone number and affixing on cards, flyers, and brochures. (See Page 10 of this document.)
 - DIY Instructions:
 - Order materials; order labels. Affix labels to materials.
 - Give brochures to your employees to be sure everyone understands MAT and can make referrals.
 - Place rack cards in your reception/waiting areas and hang flyers in exam rooms.
 - Send materials with letters to referring physicians and referral agencies/organizations (see pages 12 & 13).
 - Hang flyers on community bulletin boards at coffee shops, recreation centers, grocery stores, etc.

MAT Rack Card



Medication-assisted treatment can help you QUIT.

If you're trying to quit taking prescription pain medication, heroin, or other opioids, local medical providers can now prescribe medication to reduce your withdrawal symptoms and cravings while you get your life back.

Get help.

Find a MAT provider near you at:
mathelps.org

THE MAT FACTS

Q: What is MAT?

Medication-Assisted Treatment (MAT) is a program that uses medications and counseling to help people quit abusing substances. In this case, local medical providers use a medicine called buprenorphine (Suboxone) to help people quit using pain pills, heroin, or other opioids. The medication helps stop cravings and withdrawal symptoms while you go through counseling to get your life back.

Q: Do I have to be addicted to get MAT?

People start taking opioids for many different reasons and most need help stopping no matter how much they are taking because of how the drugs change their brain chemistry. MAT can help anyone who wants help quitting prescription pain medication or other types of opioids, including heroin.

Q: Do I have to go to rehab to get MAT?

No. A local doctor, nurse practitioner, or other medical provider can oversee your recovery and prescribe medication as an outpatient so you can continue working and living at home.

Q: Isn't this just taking another drug?

No. Buprenorphine acts like an opioid to reduce cravings and withdrawal symptoms, but it doesn't create the "high" that leads to addiction. While taking the medicine, a medical provider works with you to treat the underlying condition that led you to use opioids.

Q: Do I need MAT to stop?

No, but MAT triples your chances of a successful recovery. That's because opioids have created a physical dependence – no matter who you are or how you started. The medication stops the side effects of withdrawal and gives you a "window" to work on the issues that led to your addiction and better ways of dealing with those, including finding alternatives for pain control.



Get help.

Find a MAT provider near you at:
mathelps.org

MAT Flyer



Medication-assisted treatment can help you QUIT opioids.

If you're trying to quit taking prescription pain medication, heroin, or other opioids, local medical providers can prescribe medication to reduce your withdrawal symptoms and cravings while you go through counseling to get your life back. The prescription medicine, buprenorphine (Suboxone), acts like an opioid to reduce cravings and withdrawal, but it doesn't create a "high." This care is available as part of our comprehensive primary care services and available as an outpatient so you don't have to disrupt your normal life.

Get help.

**Find a MAT provider
near you at:**

mathelps.org

How To Customize Materials

All materials have a designated area where you can customize with your practice information – see circled area on flyer to the right. To customize:

1. Order labels online at: <https://www.vistaprint.com/marketing-materials/labels-stickers/roll-labels>
2. Choose **3" wide x 1" height rectangular white labels**. (See *sample order form on next page.*)
3. Add your logo, practice name, phone number and website address.
4. Order enough labels for all materials.
5. Place labels on materials over the designated area.
6. Your label will look similar to the one shown below the flyer on the right (shown larger than actual size). The label will fit over the circled information on the flyer.



Medication-assisted treatment can help you QUIT opioids.

If you're trying to quit taking prescription pain medication, heroin, or other opioids, local medical providers can prescribe medication to reduce your withdrawal symptoms and cravings while you go through counseling to get your life back. The prescription medicine, buprenorphine (Suboxone), acts like an opioid to reduce cravings and withdrawal, but it doesn't create a "high." This care is available as part of our comprehensive primary care services and available as an outpatient so you don't have to disrupt your normal life.

Get help.

**Find a MAT provider
near you at:**

mathelps.org



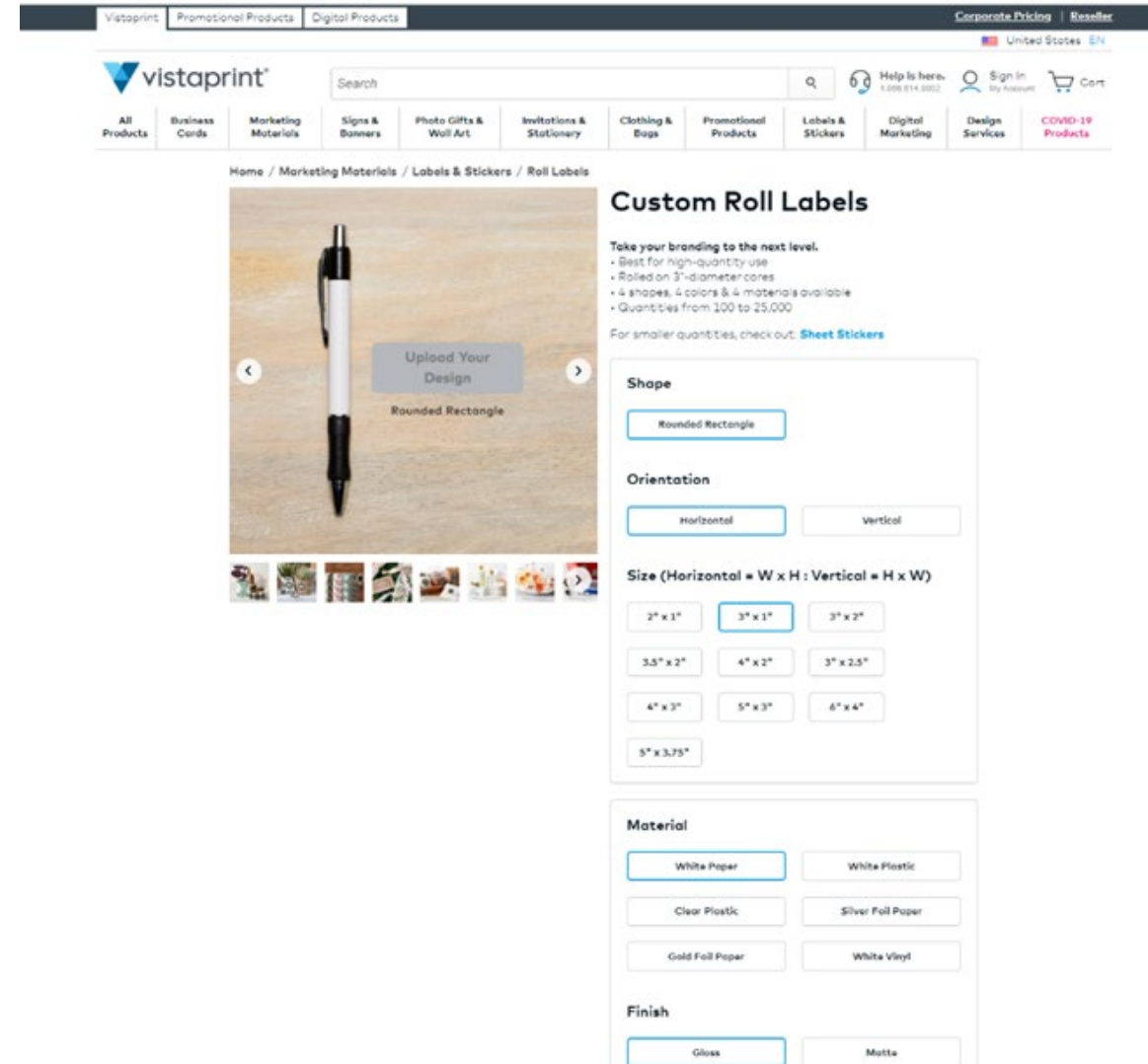
Clementine Healthcare Marketing

720.232.7211

clementinehealth.com

<https://www.vistaprint.com/marketing-materials/labels-stickers/roll-labels>

Sample Order Form for Customized Labels



Vistaprint Promotional Products Digital Products Corporate Pricing Reseller United States

vistaprint® Search Help is here. 1.888.614.3882 Sign in My Account Cart

All Products Business Cards Marketing Materials Signs & Banners Photo Gifts & Wall Art Invitations & Stationery Clothing & Bags Promotional Products Labels & Stickers Digital Marketing Design Services COVID-19 Products

Home / Marketing Materials / Labels & Stickers / Roll Labels

Custom Roll Labels

Take your branding to the next level.

- Best for high-quantity use
- Rolled on 3" diameter cores
- 4 shapes, 4 colors & 4 materials available
- Quantities from 100 to 25,000

For smaller quantities, check out: [Sheet Stickers](#)

Upload Your Design
Rounded Rectangle

Shape

Orientation

Size (Horizontal = W x H : Vertical = H x W)

Material

Finish

Step 4: Communicate with Referring Physicians

The Practice Innovation Program has mailed a letter with brochures, rack cards, and flyers to physicians throughout Colorado who are likely prescribers of opioids or come into contact with patients who have opioid use disorder.

We recommend that you follow-up this mailing with a personalized letter to physicians in your community who are likely referral sources.

DIY Instructions:

1. Order customized Physician Letter on order form. Once it is sent to you, customize the letter where indicated. Place the letter on practice letterhead and add signature of MAT provider.
2. If you need a mailing list, request it on the form. Mailing lists are supplied in Excel format.
3. Send letter with customized brochures, rack cards, and flyers. In general, we recommend sending 1-5 brochures; 25 rack cards; and 10 flyers to practices with single sites. Adjust upward if needed. (These materials can be ordered in the toolbox.)
4. *NOTE: If possible (post-COVID), experts in the MAT field recommend hosting an Open House for referring physicians and their staff or visiting referring physician offices to provide in-person education about MAT services. If you will provide either of these, add this information to letter.*

Step 5: Communicate with Community Referral Sources

Your next source of potential patients are community resources who come into contact with people with opioid use disorder. These include:

- EMS workers, Child Protective Services, homeless shelters, food banks, and libraries

The Practice Innovation Program has mailed a letter with brochures, rack cards, and flyers to community agencies throughout the state.

- We recommend following up our mailing with a personalized letter from your practice.
- DIY Instructions:
 - Order the “Community Referral Letter” and customize highlighted fields once it is sent to you. Place on practice letterhead and add provider signature.
 - Request a mailing list of community agencies in your area on the MAT order form. Or you can create a customized mailing list using these resources:
 - Child Protective Services: Find the address of the service in your county here: <https://www.colorado.gov/pacific/cdhs/contact-your-county>
 - EMS providers: Find local providers here: Get list of agencies from EMS Operations Sections Emergency Medical and Trauma Services Branch; Colorado Department of Public Health and Environment: 303-691-4932; List of agencies here: <https://docs.google.com/spreadsheets/d/1fZ7TLWeK-wKI0YtEkw4MIZrEgZpuugGwPHeF5jtK6SE/pubhtml>
 - Libraries: <https://publiclibraries.com/state/colorado/>
 - Homeless Shelters: <https://www.homelessshelterdirectory.org/colorado.html> or <https://www.shelterlist.com/state/colorado> (More comprehensive list here but only with phone numbers: <https://www.hud.gov/states/colorado/homeless/shelters>)
 - Food Banks: <https://www.homelessshelterdirectory.org/foodbanks/COfoodbanks.html>
 - Community Rec Centers: Google search your town or county and “recreation centers” to find list
 - Send letter with customized collateral (adapt number of collateral you send based on size of receiving organization) Example: Send to a library: 3 brochures; 50 rack cards; 10 flyers but to CPS, you might send 15 brochures for their case workers, 50 rack cards, 5 flyers. See next pages for information on collateral.

Step 6: Contact local media outlets.

- If you would like to get wider awareness for MAT services, consider contacting media outlets in your area.
- DIY Instructions:
 - Request “News release” document and customize all highlighted fields. Place on practice letterhead.
 - Request media mailing list and distribute customized news release. If possible, send release via email and follow-up a few days later with a phone call. If email is not available, send via standard mail.
 - The Practice Innovation Program also can provide media relations assistance. If you would like to work with a Media Relations professional, please request this in the toolbox form.

Media Relations Tips

To obtain the maximum media exposure in your community, here are some tips for working with the media:

- 1. Be Prepared.** Practice your key messages before the interview. If you're being interviewed by phone, make notes highlighting relevant figures or stats you want to cite, so you can refer to them during the interview. Take time to think about the questions you wouldn't want to be asked and consider how you might respond.
- 2. Confine yourself to your area of expertise.** Don't feel pressure to answer questions about topics outside your specialty.
- 3. Don't speculate.** If you don't know the answer to a question, feel free to let the interviewer know that you'll follow up with more information.
- 4. Everything is "on the record."** Don't ever assume or accept that a conversation is off-the-record, not-for-attribution, or on background. Everyone's definition of those terms is different, and you have to assume that everything is on-the-record.
- 5. Be brief.** Answer the question directly and avoid wandering and rambling. Answer in complete sentences that incorporate the question for editing purposes.
- 6. Stay on message.** Imagine what you would want the headline of the story to be and develop three key points that you want to emphasize during the interview.

Next Steps

- Open the attached MAT Communications Order Form, complete the requested information, and mark the items you would like to order.
- Send form to dawn@clementinewords.com and she will start fulfillment or contact you, if needed, for additional information.
- Materials will be sent to you within one week of receiving your order.

Questions?

- If you have questions about the communications program, please contact:
 - michele@clementinewords.com
 - 720.232.7211
- Please submit order forms to:
 - dawn@clementinewords.com
- If you want to talk with someone from the Practice Innovation Program, please contact:
 - Kristin.crispe@cuanschultz.edu
 - 303.921.0353



Thank you!