

Engaging Clinicians and Staff

Strategies to Identify Your Allies,
Engage Sympathetic Neutrals, and
Address Obstacles to MAT Support

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Disclosures

- Physician Owner, Groups Recover Together CA

Learning Objectives

- Discuss the mindsets, behaviors and actions that will support engagement in MAT and select methods that are most appropriate for each participant's care setting.
- Identify changes in language and attitude that can contribute to improved engagement.
- Share common obstacles to MAT programs and discuss strategies to address those obstacles.

Group Exercise

- 2 minutes: Individually write down 2 clinician or staff behavior challenges that you face when providing addiction treatment services.
- 4 minutes: Discuss your challenges at your table and identify top two to share
- Each table shares top two challenges

Who are you working with?

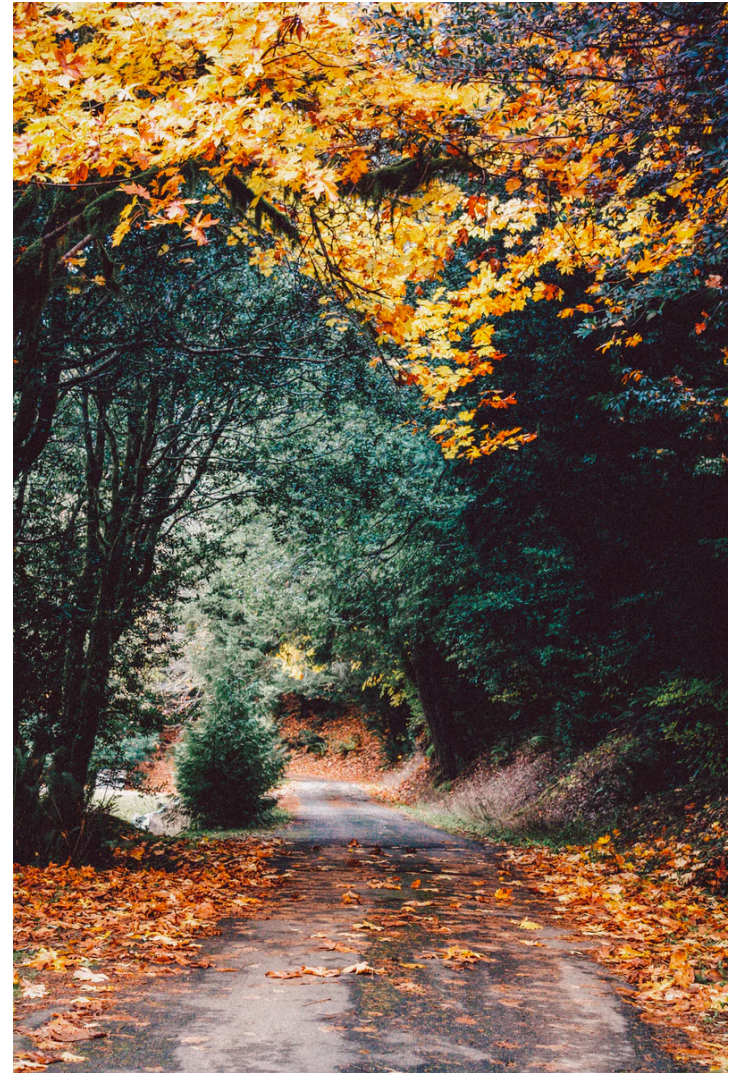
- True Believers
 - Passion & Knowledge
 - Provide evidence based education opportunities.
- Sympathetic Neutrals
 - Provide opportunities to interact with patients
 - Regular “human impact” stories
- Merely Uninterested
 - What are they interested in? Are there intersections you can leverage?
- Actively Obstructionist
 - Focus on personal relationships
 - Change the narrative around them

Common Staff “Barriers”

- Patients/Situations escalate quickly
- Patients (and other staff) avoid particular staff members
- Patients turned away inappropriately
- Messages aren't relayed quickly enough to avoid a crisis
- Negative attitudes affect team morale and increase burn out
- Negative speech affects how others in your organization or community view treatment
- Lack of empathy and rigid behavior

Root causes

- Stigma/Bias
- Misinformation/Lack of Knowledge
- Personal History



Change is . . .

“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”
— **Margaret Mead**

“Everyone thinks of changing the world, but no one thinks of changing himself.”
— **Leo Tolstoy**

Language matters

“Addict”

“Clean or Dirty”

“Non-compliant”

“Difficult”

Chronic Disease

Use Disorder

Negative or Positive
Test Results

Barriers to treatment

Attitude



Include ALL staff

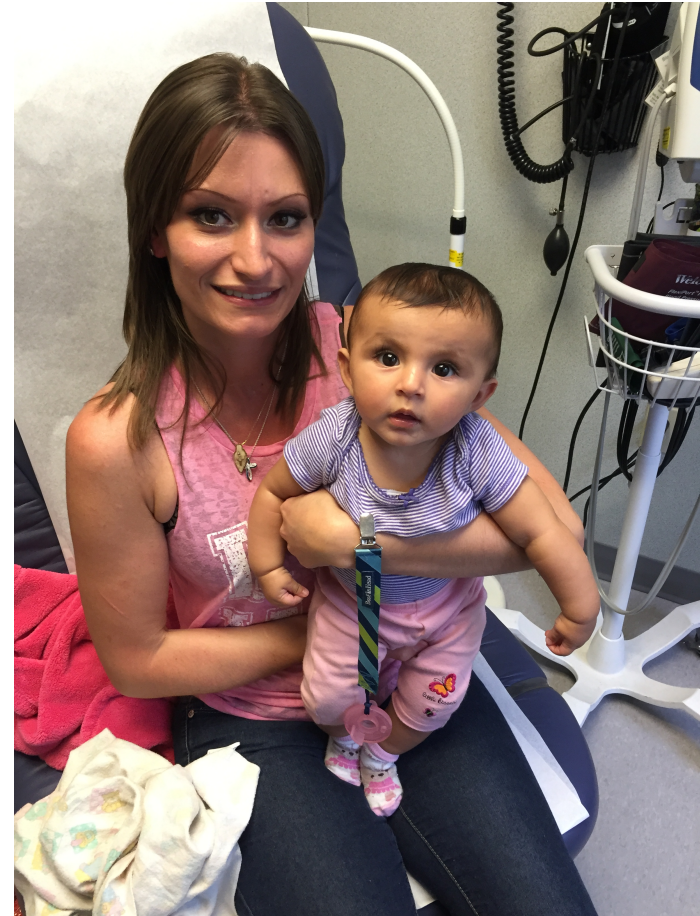


Define “Successful” Treatment



Offer Tours

- “The enormity of problems like hunger and social injustice can certainly motivate us to act. We can be convinced logically of the need for intervention and change. But it is the story of one individual that ultimately makes the difference—by offering living proof.”
— **John Capecci and Timothy Cage** (“**Living Proof: Telling Your Story to Make a Difference**”)



Practice Trauma Informed Care

- For Patients
- For Staff
- For Providers
- For the Community



For Clinicians

Mentorship makes a difference

- www.getstr-ta.org (Opioid Response Network)
- <https://pcssnow.org/mentoring/request-mentor/> (Provider Clinical Support Services/SAMHSA)
- <http://www.merfweb.org/> (MERF/CSAM)
- Substance Use Warmline at (855) 300-3595. (UCSF)



Group Exercise

- 2 minutes: Individually write down 2 ideas you might try to address clinician and/or staff behavior challenges identified earlier.
- 4 minutes: Discuss your ideas at your table and select two to share with group.
- Group report out

Questions?