



## 2017 Prescription Safety Campaign

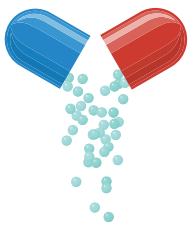
*Educating doctors and patients on safe prescription management strategies and the dangers of opioid misuse*

Bone and joint conditions, injuries and surgeries are often painful. Orthopaedic surgeons are committed to helping their patients live as comfortably and pain-free as possible. Opioids are prescription pain relievers. When used as recommended, opioids can alleviate severe pain, especially during the hours and days immediately following an injury or major surgery.

However, opioids are not a solution for persistent pain. They are habit forming and overdose can cause death.

Today, the U.S. is in the midst of an opioid epidemic, with millions of people dependent on or misusing prescription painkillers such as codeine, morphine, oxycodone, tramadol, hydrocodone, or oxycodone.

Orthopaedic surgeons are committed to the safest pain relief strategies. The Academy recently launched a multi-faceted campaign to educate orthopaedic surgeons and their patients about the dangers associated with opioids.



*A 2016 Washington Post/Kaiser Family Foundation survey found that 1 in 3 patients who recently took opioids for at least two months reported trouble stopping them.*

### Campaign Highlights

#### 1. Prescription Safety PSA Campaign

To highlight the potential dangers of opioids, the AAOS launched a public service announcement (PSA) campaign this month that includes print and radio ads urging doctors and patients to exercise caution in prescribing and taking opioids. The PSAs were distributed to more than 5,000 media, including television and radio stations, print publications and outdoor billboard/sign companies.

**The AAOS prescription safety print ad is available as a poster for member offices and clinics. To request a free copy, email [media@aaos.org](mailto:media@aaos.org).**

**PAINKILLERS ARE EASY TO GET INTO. HARD TO ESCAPE.**

Prescription painkillers are America's most dangerous epidemic, with millions of citizens dependent or addicted. Orthopaedic surgeons recognize the life-threatening danger of these opioids and call for patients and doctors alike to minimize their use.

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[orthoinfo.org/prescriptionsafety](http://orthoinfo.org/prescriptionsafety)

### Prescription Safety Campaign, continued...

The radio spots, created in partnership with the Orthopaedic Trauma Association, emphasize the importance of moderation in prescribing opioids. The ads feature an orthopaedic surgeon telling a patient who is in pain: "We're being very careful with prescription painkillers. Let's continue with therapy and off-the-shelf anti-inflammatories now." The ads conclude with the message: "Prescription painkillers are America's newest epidemic causing abuse and addiction for millions. The smaller the dose prescribed and taken, the better."

## 2. Physician Pain Relief Tool Kit

This online clinician resource, available at <http://www.aaos.org/Quality/PainReliefToolkit/>, includes pre- and post-operative talking points on pain relief; common pain relief solutions other than opioids; orthopaedic and emergency department opioid strategies; a questionnaire for determining patient opioid addiction risk; and instructions for safe use, storage and disposal.



## 3. Prescription Safety OrthoInfo Page

The Prescription Safety PSA campaign directs patients to the Academy's patient information website, [OrthoInfo.org/PrescriptionSafety](http://OrthoInfo.org/PrescriptionSafety), for an overview of the opioid epidemic, and safe prescribing, use, storage and disposal strategies.



## 4. Revised Information Statement

Recently, the Academy approved the information statement, "Opioid Use, Misuse, and Abuse in Orthopaedic Practice," calling for a comprehensive program to decrease opioid use, misuse and abuse in the U.S. Among the strategies outlined in the statement:



- Standardized opioid prescription strategies.
- Avoidance of extended-release opioids, preoperative opioids for non-traumatic problems, and prescription of opioids for patients that don't have an acute injury or surgery.
- The implementation of compassionate, effective communication strategies between doctor and patient regarding pain relief.
- Professional, interpersonal, and organizational collaborations to discourage opioid misuse.
- Improved care coordination and opioid use tracking.
- Continuing Medical Education (CME) for physicians on safe and effective pain relief.

## 5. AMA Partnership

In addition to approving the new information statement, the Academy is among 27 physician organization members of the American Medical Association's (AMA) Task Force to Reduce Opioid Abuse, committed to identifying the best practices to address the opioid public health crisis and moving swiftly to implement new practices across the country.



To learn more, visit  
[OrthoInfo.org/PrescriptionSafety](http://OrthoInfo.org/PrescriptionSafety)

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