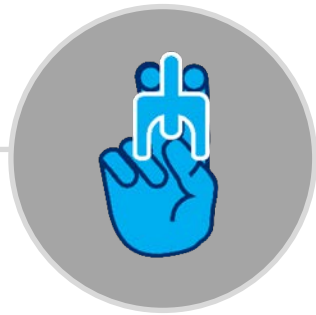


BCBSMA Public Health Approach to the Crisis: 4 Stages to Recovery



Prevention

- Pain mgt program to reduce opiate overprescribing (2012)
- Over 20 million doses of opiates prevented over 5 years
- Alternatives to pain mgt
- Educating youth on the dangers of opioid misuse with Drug Story Theater



Intervention

- Be prepared in the event of an opioid overdose
- Lower/Eliminate copays for Narcan
- Narcan tool kit for employers
- Tool kit pilots: construction, cities, BCBSMA employees



Treatment

- Determine which treatment option is best for each individual
- Continue to lead in using medication assisted treatment (MAT)
- Remove copays and/or prior auth for MAT



Recovery

- BCBSMA Grants to organizations with Recovery Coaches
- In house event feature employees in recovery to promote help seeking.
- Our in house case managers can guide members to recovery

Intervention: Taking Action to Save Lives



**Be prepared in case
of an opioid overdose**

with the Blue Cross Blue Shield
Opioid Overdose Narcan Toolkit

Introducing the Opioid Resource Center

Get involved today.
Visit our Opioid Resource
Center to learn more.

bluecrossma.com/opioid

