

2011 CHA/SBIRT SUMMIT • THURS. FEBRUARY 3



THE COST OF DOING NOTHING.

**One fourth of hospital admissions
are related to substance use.**

Stemming from the success of last year's program

"The Impact of Substance Use Issues on Colorado's Healthcare System"

Explore screening, brief intervention and referral to treatment (SBIRT) as a strategy proven to save money and improve the health of the patient. Excessive use of alcohol and other drugs contributes to more than 70 diseases and leads to expensive, long-term health problems.

FEB. 3, 2011 ▶ THE CHILDREN'S HOSPITAL ▶ MT. OXFORD AUDITORIUM
13123 East 16th Avenue ▶ Aurora, CO 80045

Presented by Colorado Hospital Association, Peer Assistance Services, Inc. and SBIRT Colorado





**Excessive use
of alcohol and
other drugs
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OVERVIEW ▶ Excessive use of alcohol and other drugs contributes to more than 70 diseases and leads to expensive, long-term health problems. One in four hospital admissions is related to alcohol, tobacco or other drug use. Because of these startling statistics, the American College of Surgeons requires all Level 1 and 2 Trauma Centers to implement routine substance use screening, brief intervention, and referral to treatment services (SBIRT). The Joint Commission recently completed pilot testing of SBIRT performance measures and if adopted, SBIRT practice will become part of the Joint Commission accreditation manual in 2011/2012. SBIRT offers hospitals the opportunity to address the growing number of health problems caused by risky use of alcohol, tobacco, and drugs.

This summit will provide a comprehensive overview of SBIRT as a standard of care and billable service in healthcare facilities and will be accompanied by a skills-based training provided by nationally recognized experts in delivering SBIRT services.

OBJECTIVES ▶ Following this educational opportunity, participants will be able to:

- ▶ Describe the scope of the problem (cost, prevalence, impact) of substance use disorders to Colorado's healthcare facilities.
- ▶ Identify requirements for implementing SBIRT services in hospitals.
- ▶ Understand SBIRT reimbursement and cost savings.
- ▶ Implement quality SBIRT services including Motivational Interviewing techniques.
- ▶ Understand individual staff roles in providing SBIRT services.

This program will provide the necessary tools to operationalize SBIRT services to meet requirements and improve patient care.

AUDIENCE ▶ This program is designed for executive management, medical staff leaders, chief medical officers, chief nursing officers, quality professionals, physicians, emergency department staff, staff nurses, nurse managers, nurse educators, and social workers.



**How much
is substance
use
costing
your
hospital?
Are you
prepared?**

Prevention as a healthcare priority ▶

Purpose of morning session ▶ 8:30 a.m. - 11:45 a.m.

To demonstrate the importance of SBIRT as a standard of care and billable service in Colorado hospitals and review of potential new Joint Commission Standards.

Audience for morning session ▶ Those responsible for approving new services and policies, evaluating financial impact of waste to the system, assessing risky substance use by employees and patients and/or responsible for training staff. This session is designed for executive management, medical staff leaders, CMOs, CNOs, physicians, emergency department staff, staff nurses, nurse managers, nurse educators and social workers.

Purpose of afternoon session ▶ 1:00 p.m. - 4:30 p.m.

To train physicians, frontline staff and educators on the mechanics of SBIRT and to learn more to implement the process in Colorado hospitals.

Audience for afternoon session ▶ Frontline staff such as physicians, staff nurses, nurse educators, nurse managers and social workers.

AGENDA ▶

7:30 a.m. - 8:30 a.m. ▶ Registration

8:30 a.m. - 9:30 a.m. ▶ “The Value of SBIRT in Colorado Hospitals”
Larry Gentilello MD, professor of surgery at the University of Texas, Southwestern Medical School.

9:30 a.m. - 10:30 a.m. ▶ “The Correlation Between Incidence of Trauma and Substance Use: Is Your Emergency Department Overflowing?” Speaker pending.

10:30 a.m. - 10:45 a.m. ▶ Break

10:45 a.m. - 11:30 a.m. ▶ “Building the Business Case for SBIRT: How Much is Substance Use Costing Hospitals, What are the Potential Savings that SBIRT can Deliver and New Potential Joint Commission SBIRT Standards.”

Eric Goplerud, PhD, research professor and director, Center for Integrated Behavioral Health Policy, Department of Health Policy, George Washington University Medical Center.



Register online!

<https://onlineregistration.cha.com/mainMenu.html>

11:30 a.m. - 11:45 a.m. ▶ Break

11:45 a.m. - 12:30 p.m. ▶ Spicy Debate Luncheon!

“Screening for Risky Alcohol Use? It’s Not My Job!”

Larry Gentilello, MD, professor of surgery, University of Texas, Southwestern Medical School; and Chris Dunn PhD, associate professor, psychiatry and behavioral sciences, University of Washington School of Medicine.

1:00 p.m. - 4:30 p.m. ▶ “SBIRT Training”

Nationally recognized experts Chris Dunn PhD, associate professor, psychiatry and behavioral sciences, University of Washington School of Medicine; Craig Field, PhD, research associate professor, University of Texas at Austin; Kerry Broderick, MD, emergency department attending physician, Denver Health Medical Center; and Larry Gentilello, MD.

- ▶ **SBIRT training for physicians**
- ▶ **SBIRT training for staff nurses, nurse educators, nurse managers and social workers.**

OUR SPEAKERS ▶

Eric A. Goplerud, PhD, MA, is research professor, Department of Health Policy, George Washington University Medical Center. Dr. Goplerud is currently the Director of the Center for Integrated Behavioral Health Policy, Department of Health Policy, George Washington University Medical Center. Since 2002, Dr. Goplerud has directed Ensuring Solutions to Alcohol Problems, a research program at GW, as well as the Center for Integrated Behavioral Health Policy. Dr. Goplerud is immediate past president of ACMHA: the College for Behavioral Health Leadership. His primary work focuses on integration of behavioral health into national health reform, improving access and financing for behavioral health in primary and specialty medicine, and engagement of businesses, health insurers and EAPs. Dr. Goplerud chaired the National Quality Forum’s Technical Advisory Panel that produced the consensus standards of evidence-based substance use treatment, and he co-chairs the Joint Commission on Accreditation of Health Care Organizations Technical Advisory Panel that designed and is field testing alcohol and tobacco SBIRT performance measures for all hospital admissions. Prior to working at George Washington University, Dr. Goplerud held senior policy leadership with the Substance Abuse and Mental Health Services Administration.

Christopher W. Dunn, PhD is an acting instructor in the University of Washington Department of Psychiatry and Behavioral Sciences at Harborview Medical Center. He is an expert in motivational interviewing techniques to change substance-abuse behaviors in adults, and the use of these techniques in other areas to modify health behaviors. Dunn’s teaching and clinical practice focus on intervening with patients who have substance-abuse issues as they present in a trauma setting. His teaching duties include training students, residents, and physicians to do brief substance abuse interventions with trauma patients. He recently wrote a book, A Rapid Reference Guide to Lifestyle and Behavior Change.

(continues)



Craig Field PhD MPH is a Research Associate Professor of the Health Behavior Research and Training Institute at the University of Texas at Austin and Program Director of Behavioral Health Services in at University Medical Center Brackenridge which conducts screening and brief intervention. He is Principal Investigator on two studies funded by the National Institutes of Health evaluating the effectiveness of screening and brief intervention for alcohol and drug use. Dr Field is in the Motivational Interviewing Network of Trainers and has been a part of federally funded national efforts to provide training in screening and intervention since the initiation of efforts to encourage the implementation of screening and brief intervention in healthcare settings.

Kerry B. Broderick MD is Assistant Professor in Emergency Medicine at the University of Colorado, Health Sciences Center. As an attending physician at Denver Health Medical Center (1999-present), Dr. Broderick works as the medical consultant for the SBIRT Colorado project and as the principal investigator for the SBIRT project at Denver Health. She became intrigued and disturbed about the lack of services provided to patients about substance abuse from early in her career as an emergency department nurse at Northwestern University (1980-1983). Dr. Broderick developed a 3-hour training module built off of the Bernstein model for Screening, Brief Intervention and Referral to Treatment (SBIRT) and a 45 minute web-based module for healthcare staff to learn about substance use.

Larry Gentilello, MD, professor of surgery, University of Texas Southwestern Medical School. Dr. Gentilello has an appointment as Professor of Surgery, and Adjunct Professor of Management, Policy and Community Health at the University of Texas. Dr. Gentilello joined the faculty of the University of Washington School of Medicine in 1990, where his research focused on injury prevention and public health. Dr. Gentilello attended Albert Einstein School of Medicine (1982), and completed a residency in general surgery at the University of Texas School of Medicine in Houston. He also completed a fellowship in surgical critical care at the University of Texas, and a fellowship in trauma surgery at the University of Miami. He has served on multiple federal policy panels, including the CDC, NIH, NHTSA, CSAT, ONDCP and others. He has published over 200 peer-reviewed articles, textbook chapters, abstracts, and monographs. In recognition of his research and policy work on alcohol and injury, Dr. Gentilello received an Innovators Award from the Robert Wood Johnson Foundation, an award for Expanding the Frontiers of the Field of Addiction Medicine through Research and Innovation from the American Society of Addiction Medicine, and a Certificate of Recognition from the Office of National Drug Control Policy, Executive Office of the President of the United States.

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LOCATION

The Children's Hospital
Mt. Oxford Auditorium
13123 E. 16th Avenue
Aurora, Colorado 80045

PARKING

Parking is available in the parking lot located directly across from the main entrance of the hospital. A parking voucher will be provided at the registration desk. (valet parking not included in parking voucher*).

REGISTRATION FEE - \$95

CANCELLATION POLICY

Due to the timeframe for this program and the very affordable registration fee, registration fees are non-refundable unless notice is received by Jan. 28, in which case a cancellation fee of \$25 will be deducted from the refund. If notice of cancellation is received after Jan. 28, there is no refund. The same policy applies for a registration that is phoned in, faxed or submitted online with indication of payment to follow. You will be billed whether or not you attend the program. An alternate registrant from the same institution will be accepted under the original registration.

DEADLINE FOR REGISTRATION

Deadline is Jan. 28. We may not be able to honor your registration if it is received after the deadline. If you have not received your confirmation prior to the program, contact Peggy McCreary at 720.330.6034 to confirm. We cannot bill for onsite registration. You must be prepared to pay at the time of registration. We will accept a personal check, hospital/organization check, VISA or MasterCard for onsite registration.

HOW TO REGISTER

[Register online.](#) Online registrations are accepted with MasterCard, VISA or check. Please note that after the registration deadline, online registration will not be available. Please contact Peggy McCreary at 720.330.6034 to check space availability and to register.

If registering online, you will need to note your lunch selection in the SPECIAL NEEDS box. If registering more than one person, please indicate the registrant's name.

If not registering online, please forward the attached registration form and payment to Colorado Hospital Association, 7335 East Orchard Road, Greenwood Village, CO 80111-2512, Attn: Peggy McCreary or fax to 720.489.9400. Please make checks payable to Colorado Hospital Association.

INFORMATION

Contact Peggy McCreary at 720.330.6034 or peggy.mccreary@cha.com if you have questions.

REGISTRATION

2011 CHA/SBIRT SUMMIT

Thursday, February 3, 2011 - 7:30 a.m. - 4:30 p.m.

The Children's Hospital, Mt. Oxford Auditorium

Registration fee is \$95 - Parking will be provided*

LUNCH MENU ▶ If you are planning to stay for lunch, please check your selection.

- Spinach Salad – spinach, eggs, avocado, mandarin oranges, tomatoes, mushroom, garlic, honey, slivered almonds and sesame seeds with apple cider vinaigrette.
- California Turkey Avocado Wrap – sliced turkey, tomato, cucumber, guacamole and spring lettuce mix drizzled with ranch dressing on a wheat tortilla.
- Asian Beef Salad Wrap – beef strips, red pepper, green onion, carrots, cilantro, cucumber, lettuce and chow mien noodles with oriental sesame dressing on a spinach tortilla.

HOSPITAL/ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

(Confirmation will be emailed to the address listed above)

FULL NAME (Please Print)	TITLE	EMAIL
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

TOTAL AMOUNT DUE PAYABLE TO CHA: \$ _____

Credit Card Information: Visa MasterCard

Card Number _____ Exp. Date _____

Cardholder's Name _____

**You may register online: <https://onlineregistration.cha.com/mainMenu.html>
You may also fax your registration to: 720.489.9400 or email: peggy.mccreary@cha.com
If payment is required, it must accompany the registration form.**

**Colorado Hospital Association
7335 East Orchard Road, Greenwood Village, CO 80111-2512**