

Community of Practice (CoP) Integrating Addiction Treatment Services Into Primary Health Care

October 23, 2025

1:00 p.m. to 2:00 p.m. ET

Office Hours

2:00 p.m. to 2:30 p.m. ET

Session One

Introduction to Integrating Addiction Treatment Services Into Primary Care

Continuing Education (CE)

- We offer behavioral health (BH) continuing education units (CEUs) for participation in BH/substance use disorder (SUD) integration technical assistance (BH/SUD TA) events.
- You must attend the event and complete the online Health Center TA Satisfaction Assessment Form after the event (2–3 minutes).
- A link with instructions will be provided at the end of the session.
- CE certificates will be sent within 5 weeks of the event from the Health Center BH/SUD TA Team via Smartsheet <user@app.smartsheet.com>.



This course has been approved by JBS International, Inc. as a NAADAC Approved Education Provider, for educational credits. NAADAC Provider #86832, JBS international, Inc. is responsible for all aspects of their programming.



JBS International, Inc. has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6442. Programs that do not qualify for NBCC credit are clearly identified. JBS International, Inc. is solely responsible for all aspects of the programs.

Today's Agenda



Welcome, Participant Introductions, What to Expect, Office Hours



Developing a Shared Definition of Patient-Centered Care in the Context of Substance Use Disorder (SUD)



Reflection and Assessment: Interactive Discussion and Plan-Do-Study-Act (PDSA) Activity



Session Wrap-Up and Office Hours

Your CoP Facilitators



Todd "Akiva" Mandell, MD
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Addiction Medicine
Bizzell US



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Managing Director
Bizzell US

Welcome and Introductions

Please Share:

1. Your name
2. Your organization
3. Is your organization located in a rural or urban area?
4. Your role/title



CoP Overview and Schedule

- This CoP occurs every other **Thursday** from **October 23, 2025 to February 6, 2026**.
- The CoP sessions run from **1:00 to 2:00 p.m. ET**.
- *Optional office hours* will take place from **2:00 to 2:30 p.m. ET**, immediately after each CoP session.

SESSIONS:

1. October 23, 2025 | ***Introduction to Integrating Addiction Treatment Services Into Primary Care***
2. November 6, 2025 | ***Building Shared Language Around Addiction***
3. November 20, 2025 | ***Forming a High-Performing Integrated Addiction Treatment Team***
4. December 4, 2025 | ***SUD Screening and Assessment Approaches***
5. December 18, 2025 | ***Partnering with the Patient: Strategies to Support Behavior Change in the Context of Addiction***
6. January 8, 2026 | ***Managing Specialist Referrals***
7. January 22, 2026 | ***Sustaining SUD Integration in Primary Care***
8. February 5, 2026 | ***Summary and PDSA Presentations***

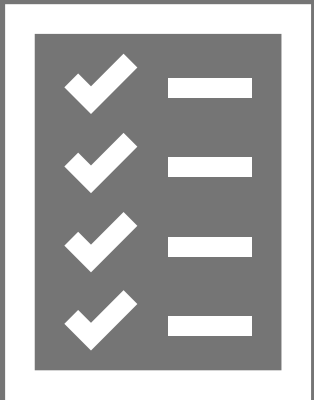
CoP Objectives

Participants in this CoP will be able to:

- Describe why primary care providers are often the first providers to recognize how addiction affects their patients' mental and physical health.
- Identify substance use disorder treatment as a component of person-directed care.
- Discuss why substance use disorders are important to address in the primary care setting.



Session Objectives



Participants of today's session will be able to:

- Get to know your colleagues.
- Articulate the importance of addressing addiction treatment in an integrated primary care setting.
- Define patient-directed care.

Addiction is a Chronic Disease

In 2023, more than **1 in 10** U.S. adults perceived that they ever had a substance use problem.

Addiction is a chronic and treatable disease. It is considered a brain disorder, because it involves functional changes to brain circuits involved in reward, stress, and self-control. These changes make it hard for people to stop using the substance.

Substance Use Drives Poor Health Outcomes



Cigarette smoking is the leading preventable cause of disease, death, and disability in the United States.



About 2/3 of alcohol-related deaths (117,000 deaths) were from chronic conditions.

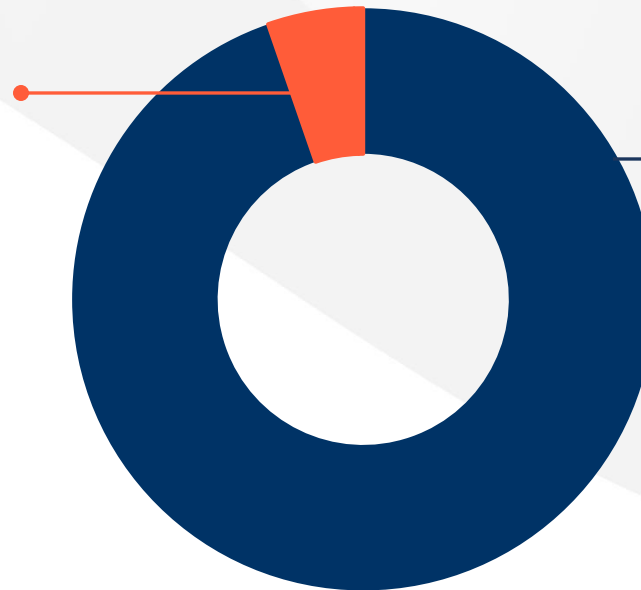


Drug overdoses are one of the leading causes of injury death in adults.

We Are Not Meeting the Needs

Perceptions of Need for Substance Use Treatment Among Adults Aged 18 or Older with a Past Year Substance Use Disorder Who Did Not Receive Substance Use Treatment in the Past Year; 2023

**2.1 Million Adults
Perceive an Unmet
Need for Substance
Use Treatment, 5.3%**



**36.7 Million Adults Did
Not Perceive Need for
Substance Use
Treatment, 94.7%**

Why Integrated Care for Addiction Treatment?



Historically, SUD treatments were delivered separately from other health care services.



Individuals with SUD often access the health care system for reasons unrelated to SUD. Many do not seek specialty treatment.



Integrating SUD screening, assessment, intervention, and referral into primary care settings can reduce health care costs and improve health outcomes.

Best Practices for Treating SUD in General Health Care Settings



Screen everyone for alcohol, tobacco, and other substance use.



Use validated screening tools. Follow-up a positive screening result with an assessment to define the severity/if diagnostic criteria for SUD are met.



Develop a treatment plan or implement a referral pathway.

Value of Identifying Substance Use



Reducing Stigma

- Normalize asking about substance use as a health behavior
- Universal screening can avoid making patients feel targeted
- Focus on health and prevention
- State how you can help
- Respect privacy



WE ASK EVERYONE

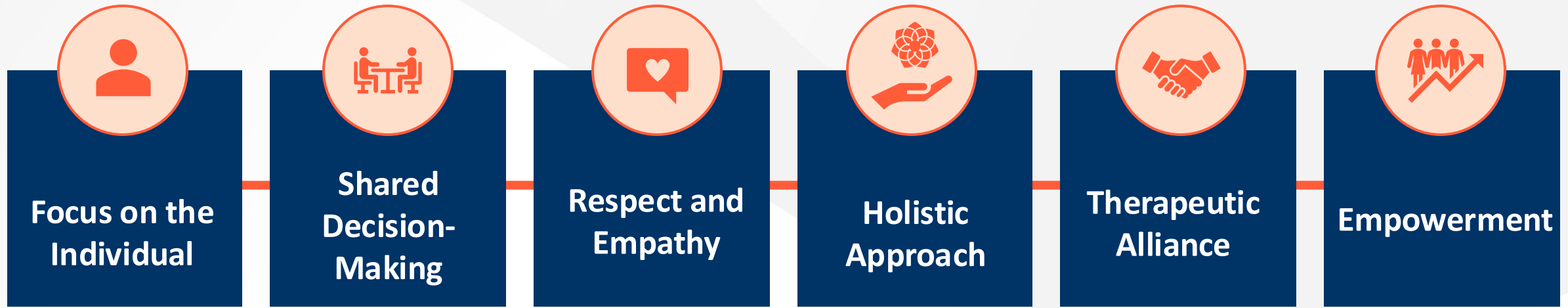
Discussion: Patient-directed Care

How do you define
patient-directed care?



Components of Patient-directed Care

In the context of addiction treatment, patient-directed care emphasizes **involving patients** in their treatment decisions, **tailoring care** to their individual needs and preferences, and **fostering a collaborative and respectful relationship** between patients and providers.



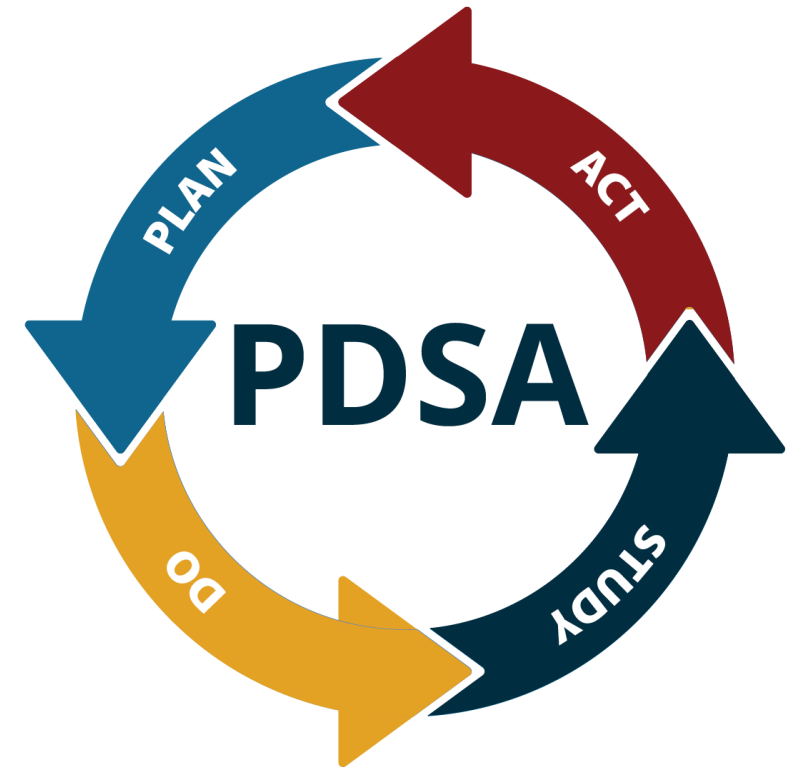
Discussion

- Does your health center currently offer SUD treatment services?
- Does your staff recognize the benefits of SUD integration in primary care?
- What triggers a referral for SUD consults or services?
- How comfortable is your staff with providing SUD services?



Introducing CoP PDSA Cycle for Change & Implementation

- Each CoP session will contain discussion and activities to support your health center's efforts to implement changes related to CoP objectives.
- We will provide a PDSA template you can use for planning and implementation at your organization.
- Share a 5-minute summary of your PDSA activities and/or plans for applying CoP learnings at the final CoP session.



Resource

- Centers for Disease Control and Prevention. (2024, April 9). *Addiction medicine toolkit*. Overdose Prevention. <https://www.cdc.gov/overdose-prevention/hcp/toolkits/addiction-medicine.html>

References (1)

Slide 10

- Substance Abuse and Mental Health Services Administration (SAMHSA). (2024). *Substance Use Disorder - Causes, Symptoms, Treatment & Help*. <https://www.samhsa.gov/substance-use>
- National Institute on Drug Abuse (NIDA). (2020). *Drug Misuse and Addiction*. NIDA, National Institutes of Health. <https://nida.nih.gov/publications/drugs-brains-behavior-science-addiction/drug-misuse-addiction>

Slide 11

- Centers for Disease Control and Prevention (CDC). (2024, September 17). *Cigarette smoking*. Smoking and Tobacco Use. <https://www.cdc.gov/tobacco/about/index.html>

References (2)

Slide 11 (continued)

- CDC. (2024, August 6). *Facts about U.S. deaths from excessive alcohol use*. Alcohol Use. <https://www.cdc.gov/alcohol/facts-stats/index.html>
- U.S. Department of Health and Human Services (HHS). (2016). *Facing addiction in America: The Surgeon General's report on alcohol, drugs, and health*. Washington (DC): HHS. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK424848/>

Slide 12

- SAMHSA. (2024). Key substance use and mental health indicators in the United States: Results from the 2023 National Survey on Drug Use and Health (HHS Publication No. PEP24-07-021, NSDUH Series H-59). Center for Behavioral Health Statistics and Quality, SAMHSA. <https://www.samhsa.gov/data/report/2023-nsduh-annual-national-report>

References (3)

Slides 13-16

- U.S. Department of Health and Human Services (HHS). (2016). *Facing addiction in America: The Surgeon General's report on alcohol, drugs, and health*. Washington, DC: HHS. <https://www.ncbi.nlm.nih.gov/books/NBK424848/>

Slide 17

- Centers for Medicare and Medicaid Services (CMS). (2023, August 14). *Person centered care*. CMS. <https://www.cms.gov/priorities/innovation/key-concepts/person-centered-care>

Accessing Training and TA Opportunities



EMAIL US

bphc-ta@bizzellus.com



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bphc-ta.bizzellus.com



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Scan the QR code to subscribe and watch for updates in the Hub in Focus regarding additional TA opportunities



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Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.



Thank you for your time!

www.surveymonkey.com/r/CoP4Session1

Thank you!

We'll see you on Month, Day
0:00 to 0:00 p.m. ET



CoP Office Hours