

# Digital Media to Increase Utilization of a Statewide Addiction Consultation Service's Training Opportunities

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## BACKGROUND

- In 2021, over 100,000 people died from drug overdoses across the United States.<sup>1</sup>
- Approximately 94% of individuals 12 or older with substance use disorders (SUDs) did not receive treatment, illuminating the need for expanded access to SUD services, including SUD training for healthcare providers.<sup>2</sup>
- The Maryland Addiction Consultation Service (MACS) expands access to SUD services across Maryland through consultation, training, and technical assistance to providers.<sup>3</sup>
- As the COVID-19 pandemic dramatically increased virtual training attendance among providers, digital media channels became an integral part of MACS provider engagement efforts.

## OBJECTIVE

- ✓ Demonstrate how digital media impacts healthcare provider utilization of SUD training

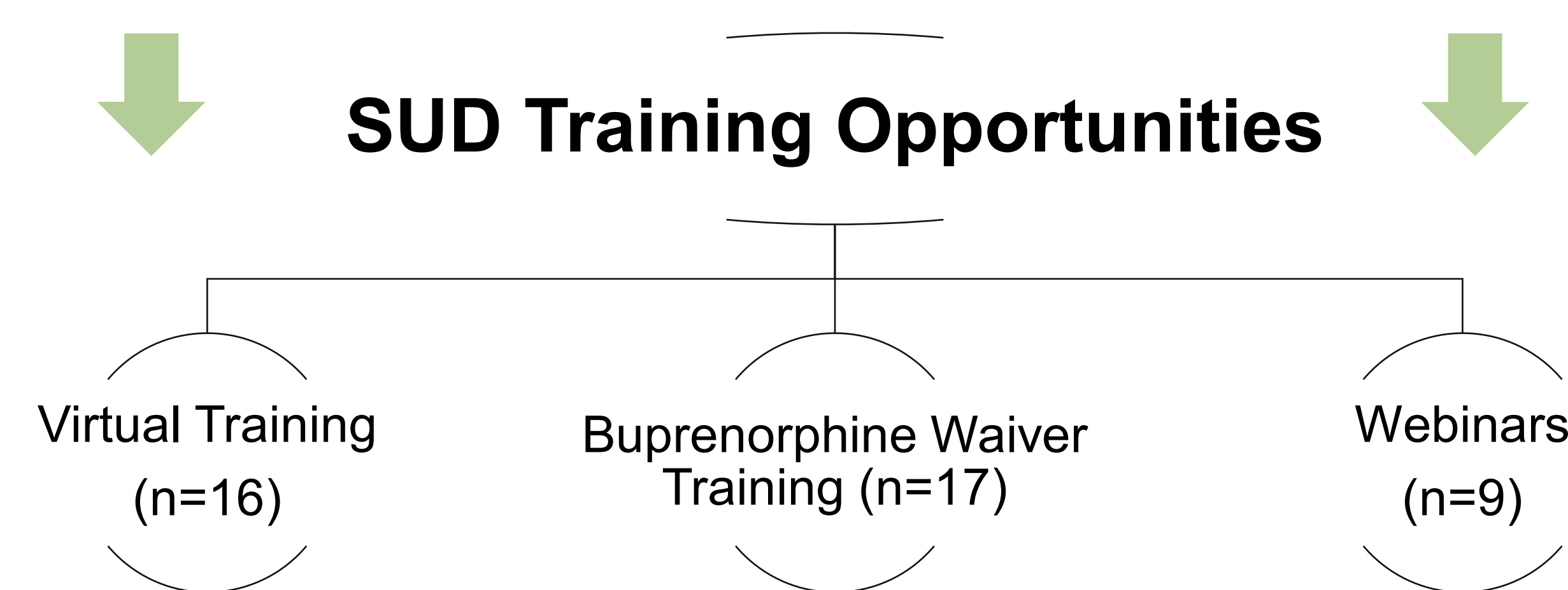
## METHODS

August 2021 – December 2022 | Statewide

- MACS conducted trainings for healthcare providers about caring for patients with substance use disorders and chronic pain.
- Trainings were promoted using both traditional outreach methods (e.g. office visits, conferences, mailings) and digital media.
- Self-reported data from training registration were used to determine the number of attendees referred via digital media source.

Digital media outreach methods	
Digital media source	Program efforts
<b>Social media</b> <i>Virtual networks for sharing information</i>	Twitter Facebook
<b>Email marketing</b> <i>Periodic emails and newsletters to listserv</i>	Monthly newsletter Email about training
<b>Website</b> <i>Displays training opportunities</i>	Program website: marylandmacs.org
<b>Advertising</b> <i>Paid placements to reach audience</i>	Ads with professional groups & publications

↓ ↓  
**Maryland healthcare providers:**  
Physicians, advance practice nurses, physician assistants, pharmacists, social workers, other members of the healthcare team



## RESULTS

- Of 1,139 providers who attended training, 1,105 (97%) answered the referral question.
- Emails and newsletter were most frequently reported digital media referral source.

**Reported Training Referral Sources Showing Top Source**

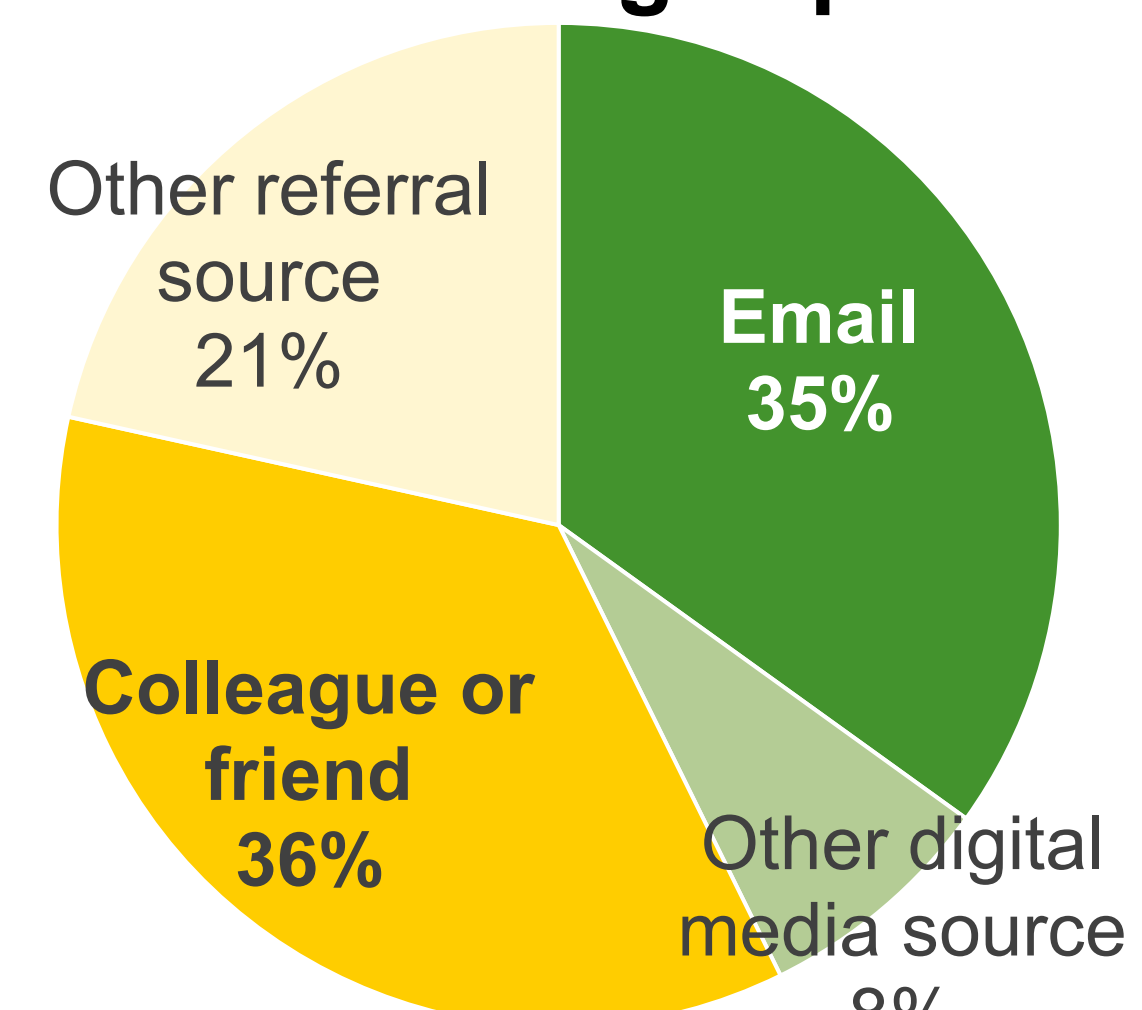


Figure 1. The percentage of attendees who reported referral source with top source selected.

**Training Attendees Referred by Digital Media Source**

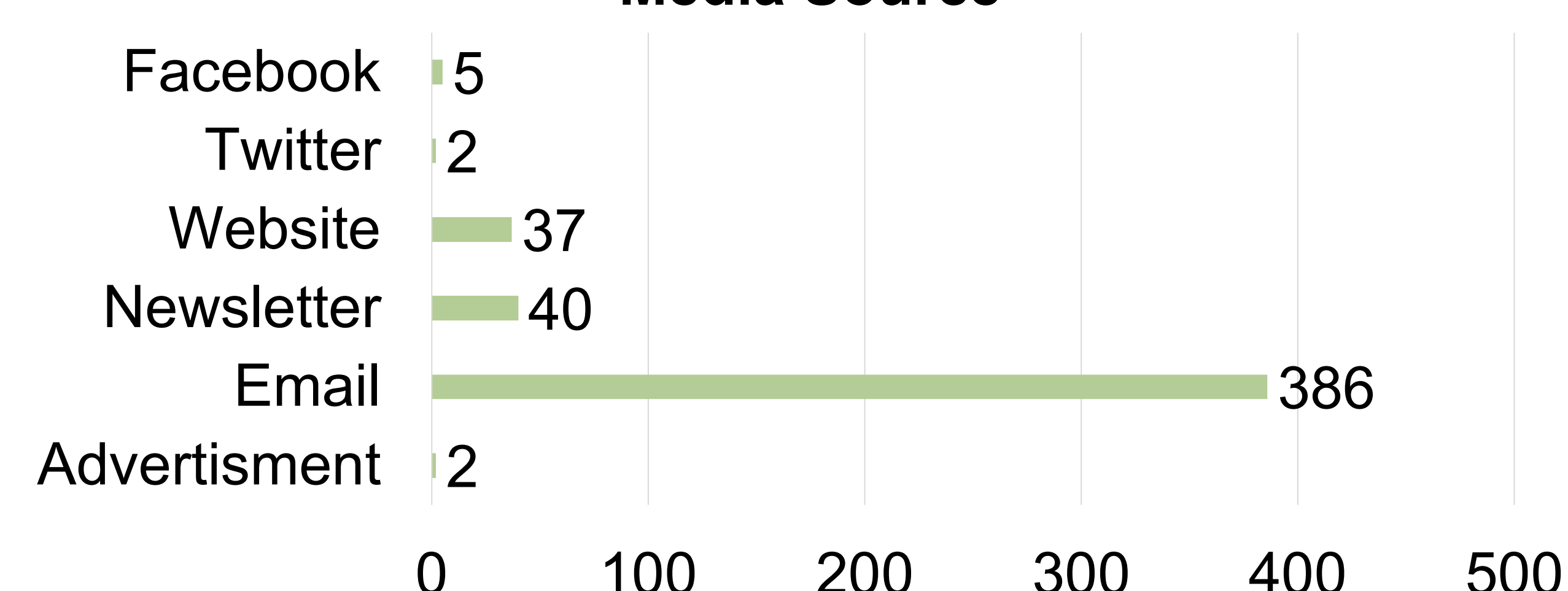


Figure 2. The number of training attendees referred by digital media source.

## CONCLUSION

- Email marketing is an effective tool in driving provider training utilization.
- Advertisements and social media ranked lowest for number of referrals; however, current program efforts include new strategy to improve referral strength.
- Limitations: Self report bias, ambiguity in survey design, and poor generalizability due to the COVID-19 pandemic.

## FUTURE DIRECTIONS

- Self-report and survey design bias can be reduced by using tracking links to capture referral data.
- Education management systems can help streamline training evaluation and processes.
- Identify methods to expand email listserv and email marketing strategies.

**As the need for SUD care grows increasingly urgent and the use of digital media more common, incorporating digital methods to drive provider participation in SUD training is an important component in expanding access to care.**

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