# New Tech Successfully Battling Opioid Crisis After Ohio Competition Calls for Solutions

The winners of the Ohio Opioid Technology Challenge are creating change, saving lives

### State of Ohio

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### **NEWS PACKAGE**

### SUGGESTED TEASE

BATTLING THE OPIOID CRISIS WILL TAKE SOLUTIONS NEVER TRIED BEFORE.

COMING UP, HOW A COMPETITION FOR NEW IDEAS IS ALREADY SAVING LIVES.

#### **ANCHOR LEAD**

EVERY DAY, MORE THAN ONE-HUNDRED-THIRTY AMERICANS DIE OF AN OPIOID OVERDOSE. 1 IT'S AN EPIDEMIC THAT HAS TORN FAMILIES APART AND TAKEN AN UNSPEAKABLE TOLL ON COMMUNITIES ACROSS THE COUNTRY.

SO TWO YEARS AGO, OFFICIALS IN OHIO TOOK A NEW APPROACH TO THE OPIOID CRISIS, CALLING FOR INNOVATIVE SOLUTIONS IN EXCHANGE FOR FUNDING TO HELP MOVE THEM FORWARD.

THE WORLD ANSWERED THE CALL, AND NOW, THE WINNERS OF THAT COMPETITION ARE CREATING CHANGE AND SAVING LIVES.
BARB CONSIGLIO HAS THE DETAILS.

## (PACKAGE START) -----

CG: Courtesy: State of Ohio :00 - :03

Shots of nurse using app while talking to patient

(Nats - Sound) :02

THIS NEW TECHNOLOGY DEVELOPED AT UNIVERSITY HOSPITALS HELPS DETERMINE IF A PATIENT SHOULD GO HOME WITH OPIOIDS. :05

(Nats of nurse using app with patient - C359 "Are you still having pain?") :02

AND IF SO – ASSESSES THEIR RISK FOR ADDICTION. :02

## **CG: Jonathan Sague** University Hospitals

"We then bring in the social worker to connect that patient to care in the community as they leave our hospital with acute pain and an opioid prescription because we don't want them to fight that battle alone when they go home.":12

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Shot of Sague and nurse walking down hall in hospital Shots of pills Shot of man on street IT'S ONE OF FOUR PRIZE RECIPIENTS OF THE OHIO OPIOID TECHNOLOGY CHALLENGE<sup>2</sup> – A CONTEST THAT PUT OUT THE CALL FOR NEW SOLUTIONS TO AN UNPRECEDENTED CRISIS. :10

CG: Lydia Mihalik Director, Ohio Economic Development "It's important for us to take an all-hands-on-deck approach, and that includes innovation to seek out solutions that will eventually solve this problem that we all share." :08

Shots from phase 2 winning companies

WHEN THE CHALLENGE WAS INITIATED IN 2017, HUNDREDS OF INNOVATORS, COMPANIES AND EVERY DAY CITIZENS FROM AROUND THE WORLD ANSWERED THE CALL, ATTACKING THE PROBLEM FROM EVERY ANGLE. :10

## Lydia Mihalik (CG'd earlier)

"Great ideas can come from a lot of places, and we're putting them to good use here in Ohio to battle drug abuse and addiction." :07

Shots of each winning technology

OTHER PRIZE RECIPIENTS INCLUDE HIGH-TECH MATTRESSES THAT GENTLY VIBRATE TO SOOTHE NEWBORNS ADDICTED TO OPIOIDS WHILE REGULATING THEIR BREATHING AND HEARTBEATS, SMART BUTTON TECHNOLOGY INSTALLED IN HOMES OF THOSE BATTLING ADDICTION THAT DEPLOYS SUPPORT OR EMERGENCY SERVICES FOR POSSIBLE OVERDOSES AND A COMPREHENSIVE SYSTEM TO HELP THOSE IN RECOVERY MAKE HEALTHY CHOICES.

Shot of nurse using app while talking to patient

THE PROGRAM HERE AT THE HOSPITAL HAS ALREADY KEPT MORE THAN TWELVE THOUSAND OPIOID PILLS OUT OF COMMUNITIES. AND AN ADDITIONAL AWARD OF ONE MILLION DOLLARS FROM THE CHALLENGE WILL ALLOW THEM TO REPLICATE THAT SUCCESS AT HEALTH SYSTEMS NATIONWIDE. :28

Shots of Sague collaborating on technology with colleague

Jonathan Sague (CG'd earlier)

"It's not just about the number of pills, it's about real number of human lives that are being affected positively by not being exposed to these opioids." :09

Shot of winning technology

IN COLUMBUS, THIS IS BARB CONSIGLIO REPORTING. :02

(PACKAGE END) -----

OFFICIALS HOPE THAT BY FOSTERING THESE NEW IDEAS INTO REAL, TANGIBLE PRODUCTS, TECHNOLOGY WILL BE A BIG PART OF THE ANSWER TO A CRISIS THAT HAS CONTINUED TO ESCALATE

FOR THE PAST TWO DECADES.<sup>3</sup>

**ANCHOR TAG** 

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AWARDS FROM THE OHIO OPIOID TECHNOLOGY CHALLENGE IS HELPING TO BRING THOSE SOLUTIONS TO THE OPEN MARKET AS QUICKLY AS POSSIBLE.

#### **SOCIAL MEDIA**

Share it! Suggested tweet:

Suggested post:

An unprecedented crisis requires solutions we've never seen before, and that's exactly how the winners of the <a href="Ohio Opioid Technology Challenge">Ohio Opioid Technology Challenge</a> are battling the opioid crisis and saving lives. Hundreds of entries from around the world leveraged technology to attack the problem from every angle, but four rose to the top and are already making an impact. <a href="http://bit.ly/30iD2Z2">http://bit.ly/30iD2Z2</a>

### **EXTRA BITES**

CG: Lydia Mihalik Director, Ohio Economic Development Mihalik says Ohio is tackling the opioid crisis head on: "As the nation continues to battle the opioid crisis, Ohio is committed to bringing solutions to tackle it head on."

Mihalik says the challenge brings solutions to market quickly: "Ohio is advancing the most promising technologies and bringing these life-saving solutions to market as quickly as possible."

Mihalik says she's confident Ohio can find solutions: "The nation has been battling the opioid crisis for too long now, and Ohio is an innovator in a lot of different things, and I am confident that we will be able to solve this problem that we all share."

CG: Jonathan Sague University Hospitals

Sague says the program keeps opioids out of the community: "The intentional pause, the mindful pause about asking about an appropriateness of a prescription for an opioid and stopping it before it leaves the four walls of the hospital doesn't give those in the community the opportunity to misuse or allow those pills to end up in the wrong hands."

# CG: Jonathan Sague University Hospitals

Sague explains how the platform connects departments: "It really had to include nursing, medicine and physicians, advanced practice providers, bedside nursing and, most importantly, our care transitions team that was utilizing the technology to bring all those teams together to have that collaboration at the bedside to make the best decision for each patient uniquely."

Sague says the funding will help the program expand and improve:

"It was really an energy boost of, 'We won the first round prize. How are we going to reinvest, not only in University Hospitals and the work we were doing, but we brought other competitors in who won in the first round and worked with them, collaborated with them to help propel them as well."

## CG: Eric Gastfriend DynamiCare Health

Gastfriend describes the DynamiCare technology platform: "We have a technology platform that utilizes an evidence-based methodology called contingency management to actually incentivize and reward people for staying sober and staying in treatment."

Konsin describes how mattress vibrations improve infants' health:

## CG: John Konsin Prapela

"So in the case of infants with neonatal abstinence syndrome, where their heart rates are usually racing and their breathing is frantic, SVS, when an infant lays down on the pad that is vibrating, actually slows down their breathing and heart rate to a normal, healthy rhythmic rate. And when that occurs, babies relax."

## CG: Gordon Casey Brave

Casey explains how Brave helps those at risk for overdose: "Brave's technology offers people who are at risk for overdose a way for them to connect with somebody even though they're alone physically, so that in the event that they do overdose, we can find them and we can get help sent to them immediately."

### References

<sup>1</sup>Opioid Overdose Crisis, **National Institute on Drug Abuse, Jan. 2019**. Online: <a href="https://www.drugabuse.gov/drugs-abuse/opioids/opioid-overdose-crisis">https://www.drugabuse.gov/drugs-abuse/opioids/opioid-overdose-crisis</a>

<sup>2</sup>Ohio Opioid Technology Challenge, **Ohio Development Services Agency, 2019**. Online: <a href="https://development.ohio.gov/bs">https://development.ohio.gov/bs</a> thirdfrontier/ootc.htm

<sup>3</sup>Overdose Death Rates, **National Institute on Drug Abuse, Jan. 2019**. Online: https://www.drugabuse.gov/related-topics/trends-statistics/overdose-death-rates

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