

Opioid Resource Guide for employers

**READY
TO HELP**



A national crisis

You've no doubt heard that there's a national opioid epidemic, affecting all walks of life. Someone you know — a friend, a family member or even an employee — might be misusing, abusing or addicted to prescription painkillers.

In 2022, the Centers for Disease Control and Prevention estimated about **109,000** Americans died of a drug overdose.¹

Without intervention initiatives, opioid deaths could dramatically increase to about **165,000** annually by 2025.³

Someone dies from an overdose every **five minutes** in America.¹

In 2021, there were **80,411 deaths** involving an opioid overdose, up from around 10,000 in 1999.²

¹Centers for Disease Control and Prevention

²DEA

³Forbes

Our priority

The opioid epidemic is a top priority for Blue Cross Blue Shield of Michigan and Blue Care Network. Our mission is to prevent addiction before it starts and ensure effective treatment for people struggling with it.

We're leveraging experts and resources to develop solutions. Partnerships have an important role; we want to tackle this issue together, as a community. To address this serious issue, we:

Jointly allocated \$455,000

with The Blue Cross Blue Shield of Michigan Foundation, The Michigan Health Endowment Fund, The Community Foundation for Southeast Michigan and The Superior Health Foundation by supporting the Community Responses initiative.



Organized a comprehensive task force addressing pharmacy management, provider engagement, clinical and dental care efforts, public policy advocacy, fraud and abuse efforts, dedicated social mission and communications campaigns



Support our communities and customer efforts to address the epidemic



Leverage our relationships

with the Blue Cross and Blue Shield Association and other Blue plans to develop national solutions.

Drive public relations and social media

by providing experts to speak with media and participate in national events; host media panels; and create blogs and social media content, including articles and live events

Our partnership with you

You're an important partner, too. We understand the effects of the opioid epidemic and want to help you educate your employees about this important topic. One way is to share our resources in this Opioid Resource Guide. It includes flyer on these topics:

- Opioid 101
- National Prescription Drug Take Back Day
- Medication Safety, Storage & Disposal

This guide also includes a list of additional resources to help you communicate with your employees and take additional steps for a positive and lasting impression. We'll add materials and topics as needed. These materials are available in the *Employer Toolkit: Opioid Resources* at bcbsm.com/engage.

What you can do

- Use the materials in your workplace.
- Refer to the additional resources for more information.
- Learn more about the opioid epidemic and what Blue Cross is doing to combat it by reading and sharing the content on bcbsm.com/opioids.

If you have questions, contact your Blue Cross account manager or agent.

