

## THE OPIOID EPIDEMIC:

*Complex problems, complex solutions*

**Thursday, April 26, 2018, 1-4 pm**

The Gallery, Downtown Minneapolis Hilton and Towers  
1101 Marquette Avenue South

### Objectives:

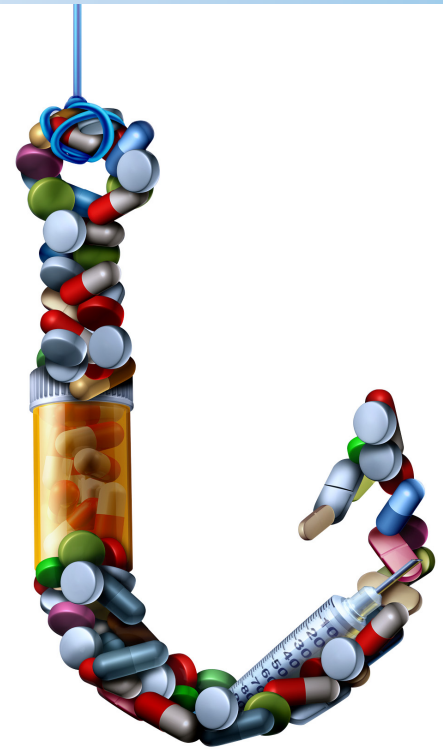
We will examine how the opioid epidemic began. We will discuss the elements of mistrust, blame, and miscommunication within the health care delivery system that were responsible for the staggering levels of destruction we face today. Meeting every definition of an epidemic, we will look at how this issue reaches into all parts of society. We will lay out a strategy that can address the central problems in bringing the opioid epidemic under control.

### Background and focus:

Medicine is a field that changes slowly, but in the case of prescribing opioid-based pain medications, the speed of change was unprecedented. It has produced tragic outcomes. Two examples are the number of Americans now suffering from opioid-related substance abuse disorder (over 2 million) and the number of opioid-related deaths (over 50,000 annually, and growing). We are facing a complex problem, created by conflicting industry incentives and one that will demand unified stakeholder participation to solve.

### Sponsorship benefits for \$7,500:

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- Online promotion includes weekly MedFax banners plus banners on the Minnesota Health Care Consumer Association site and newsletters



### Panelists include:

**Jeff Schiff, MD, MBA,**  
Medical Director, Minnesota Health Care  
Programs, MDHS

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