

US WorldMeds Opioid Withdrawal Survey

September 2019
Presented by Ketchum Analytics

METHODOLOGY

Two 15-minute online surveys were fielded among the general population and physicians.

GENERAL POPULATION

The general population survey of US adults, age 18+, was fielded in June 2019.

The general population survey has a margin of error at the 95% confidence level of +/- 2.95 percentage points for the total respondents (n=1,100).

General population criteria:

- Non-opioid user = have not and do not take opioids
- Current user = are currently taking a drug classified as an opioid
- Past user = have taken drugs classified as opioids in the past, but are no longer taking them

Note

- Throughout the survey “US Adults,” “Adults,” “general population”, and “the public” are used interchangeably.
- MOE is Margin of Error

General Population Audience	Base Size	MOE
Total	n= 1,100	+/- 2.95
Non-opioid users	n= 657	+/- 3.82
Past opioid users	n= 186	+/- 7.19
Current opioid users	n= 257	+/- 6.11

PHYSICIANS

The physician survey was fielded in June 2019.

The physician survey has a margin of error at the 95% confidence level of +/- 4.35 percentage points for the total respondents (n=507).

Physician population criteria:

- Validated as being an MD and actively practicing medicine
- Have prescribed opioids to patients in the past three years
- Employed full time/part time

Note

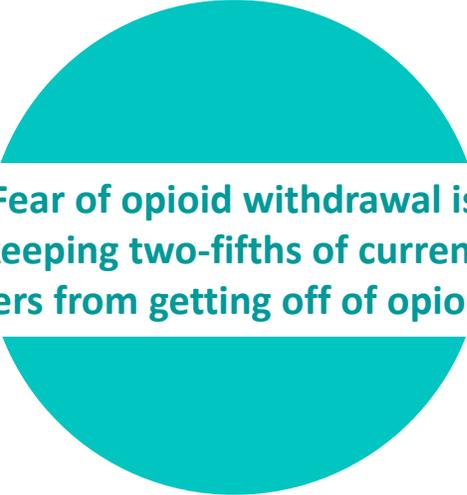
- Throughout the survey “physicians” and “doctors” are used interchangeably.
- MOE is Margin of Error

Physician Audience	Base Size	MOE
Total physicians who have prescribed an opioid in the last three years	n= 507	+/- 4.35

KEY FINDINGS - HEADLINES



A quarter of physicians aren't confident they can safely get patients off of opioids



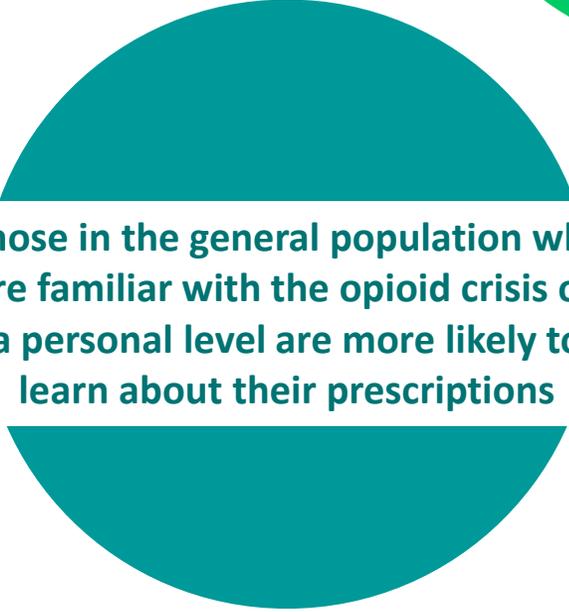
Fear of opioid withdrawal is keeping two-fifths of current users from getting off of opioids



US adults and physicians alike blame America's opioid crisis on overprescribing



US adults and physicians agree:
If there are medications that can help with opioid withdrawal, all insurers must cover them



Those in the general population who are familiar with the opioid crisis on a personal level are more likely to learn about their prescriptions

KEY FINDINGS - DETAILED

The US public blames doctors for the opioid crisis, and physicians agree

- Nearly three-quarters of the general public (71%) and almost two-thirds of physicians (64%) agree that doctors nationwide share the blame for America's opioid crisis.
- Three-quarters of the general public (74%) and nearly two-thirds of physicians (64%) agree that physicians prescribe opioids too freely.
- Weighed against other factors, just under half of the general population (46%) and a third of physicians (32%) think **most** of the blame for the opioid crisis is due to doctors overprescribing opioids.



Doctors need further education about getting users off of opioids

- Nearly nine in ten doctors (86%) and members of the general public (88%) agree that helping people get off of opioids should be a fundamental part of addressing America's opioid crisis.
- Three-fifths of the general population (60%) feel that doctors don't know enough about how to help patients stop taking opioids, and 80% of physicians feel the same.
- Almost a third of physicians (31%) believe one of the biggest barriers to getting patients off of opioids is that doctors don't know enough about how to transition patients off of them.
- Nearly a quarter of physicians (23%) admit that they are not confident in safely getting patients off of opioids.
- Physicians (86%) and the general public (83%) agree that doctors and other healthcare providers need more education/training about opioid use.
- Adults in the general population are twice as likely as physicians to know that physical dependency can start in less than a week (31% vs 16% respectively), and one-third (35%) of physicians do not even believe it is possible for patients to develop dependency in that time frame.

KEY FINDINGS - DETAILED

Addressing opioid withdrawal is essential in getting current users off of opioids

- Nearly nine in ten physicians (87%) are concerned about withdrawal symptoms for their patients taking opioids
- Physicians and the general public equally agree (85%) that having a standard, clinically-proven way to manage opioid withdrawal is key to solving America's opioid crisis.
- Fear of opioid withdrawal keeps two-fifths (40%) of current opioid users from trying to get off of opioids. 76% of physicians agree that fear of opioid withdrawal is keeping patients from getting off of opioids.
- Physicians who believe patients' fear of opioid withdrawal keeps them on opioids (76%) are more likely than those who don't to single out lack of adequate withdrawal treatment as one of the biggest barriers to getting off of opioids (42% to 31%).
- Of current users who have tried to get off of opioids in the past, almost a third (29%) say managing withdrawal symptoms is the main reason they did not succeed.
- Two-fifths of physicians (39%) believe one of the biggest barriers to getting off of opioids is lack of adequate withdrawal management treatment; another reason doctors cite is people not realizing they have a problem (42%).

But lack of health insurance coverage represents a major barrier to overcoming opioid withdrawal

- Two-thirds of each doctors (63%) and the general public (63%) agree that lack of health insurance coverage is one of the biggest barriers to solving America's opioid crisis.
- Doctors who think patients' fear of opioid withdrawal keeps them on opioids (76%) are more likely than those doctors who don't to believe lack of insurance is one of the biggest barriers to solving America's opioid crisis (68% to 46%).
- The vast majority of physicians (88%) and the general population (85%) agree that if there are medications that can help with opioid withdrawal, all insurers must cover them.



KEY FINDINGS - DETAILED

Breaking down the stigma and personalizing the opioid crisis is crucial and could readily help prevent opioid abuse

- Eight-in-ten members of the general public (80%) and doctors (81%) believe we must get rid of the stigma and shame associated with opioid addiction.
- Nearly half of the people surveyed in the general public (46%) personally know someone who is addicted to or dependent on opioids.
- Among the general public, people who know someone addicted/dependent are less likely to blame people's lack of self-control for the opioid crisis than those who don't know someone (23% vs. 30%, respectively).
- When people in the general population personally know someone addicted to or dependent on opioids, they are more likely than those who do not know someone addicted to or dependent on opioids, to educate themselves about prescriptions by reading information attached to the prescription (66% vs. 58%), researching the medicines online (63% vs. 43%), or asking friends/family members if they've taken the medication before (23% vs. 17%).
- Americans in the general population who know someone affected by addiction or dependence (22%) are more likely to prioritize the opioid epidemic than those who don't know someone affected (14%).

