

New Mexico Poison and Drug Information Center

Strategic Plan

Reviewed and updated August 8, 2007

Background

Poisoning is the second most common cause of injury related death in the United States and the leading cause of injury death for people 34 to 44 years of age. New Mexico has the highest age adjusted death rate for poisoning in the United States.

The New Mexico Poison and Drug Information Center is a twenty-four hour emergency telephone service accessible to all citizens of New Mexico. The Center assesses and makes treatment recommendations during possible poisonings, responds to drug information inquiries and assists emergency personnel during hazardous material incidents. It also serves as a major teaching site for the University of New Mexico College of Pharmacy and University of New Mexico Department of Emergency Medicine. The New Mexico Poison and Drug Information Center coordinates poison prevention throughout the state and operates New Mexico's only computerized toxicosurveillance system.

The program was established as part of the University of New Mexico on July 1, 1977. Prior to that time, the program was operated as part of the Bernalillo County Medical Center (now University of New Mexico Hospital). The New Mexico Poison and Drug Information Center is accredited as a regional poison center by the American Association of Poison Control Centers. It is part of the UNM College of Pharmacy and is funded as a special project in the New Mexico budget.

Mission

The mission of the New Mexico Poison & Drug Information center is to improve the health of New Mexicans by reducing illness and death associated with poisoning and by encouraging proper use of medications.

Vision

The New Mexico Poison and Drug Information Center's vision is to identify and solve problems associated with poisoning and medication related illness through education, scholarship, and service commitment to core values.

Values

The New Mexico Poison and Drug Information Center will be known locally and nationally for its:

- Integrity, accountability and decisiveness in commitment to excellence;
- Compassion and respect in our interaction with students, patients and colleagues;
- Diversity in people and thinking;
- Effective utilization of our resources; and
- Advancement of our institutional mission while supporting professional and personal growth

Program Goals

The goals of the poison information service are to:

1. Provide expert, 24-hour assistance to the citizens of New Mexico during possible poisoning emergencies.
2. Reduce the costs associated with poisoning by treating less severe exposures at home with Center guidance.
3. Train healthcare professionals in the field of clinical toxicology.
4. Expand knowledge in the field of clinical toxicology through an active research program.
5. Prevent poisonings through toxicosurveillance, education, regulation, and collaboration with local, state and federal agencies.

The goals of the drug information service are to:

1. Provide individualized, accurate, relevant and unbiased information to consumers and healthcare professionals regarding medication-related inquiries.
2. Help train pharmacists to be drug information providers.

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Objectives and Strategies for Poison Information Service

GOAL 1: Provide expert, 24-hour assistance to the citizens of New Mexico during possible poisoning emergencies.

OBJECTIVES & STRATEGIES:

1.1 Ensure adequate staffing

<i>Strategy</i>	Completion Date		<i>Evaluate</i>	<i>Point Person</i>
A. Attract qualified, talented staff	<i>September 2007</i>		<i>Monthly</i>	<i>Harvey</i>
1.) Ensure adequate compensation				
2.) Promote job opportunities and careers in NMPDIC				
B. Retain qualified, talented staff	<i>Ongoing</i>		<i>Semi-Annually</i>	<i>Benson</i>
1.) Develop remote access capability				
2.) Ensure adequate compensation (differential, etc)	<i>September 2007</i>			
3.) Flexible schedule				
4.) Project time				
5.) Maintain Utah PC agreement				

1.2 Ensure rapid, continuous telephone access to all populations throughout service area

<i>Strategy</i>	Completion Date		<i>Evaluate</i>	<i>Point Person</i>
A. Review, refine, and test disaster routing plan	<i>Ongoing</i>		<i>Quarterly</i>	<i>Harvey</i>
1.) Regularly test routing.				
B. Review, refine, and test hazardous material plan	<i>Ongoing</i>		<i>Quarterly</i>	<i>Benson</i>
1.) Go over contact numbers for critical state entities				
Review contacting dispatchers				
2.) Review handling of radiation emergencies				<i>Seifert</i>
C. Test Specialist TTD/TTY capability	<i>May 2008</i>		<i>Annually</i>	<i>Harvey</i>
1.) Conduct training exercise at an upcoming review				

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session				
D. Review translation service capability on a regular basis	<i>Ongoing</i>			<i>Harvey</i>

1.3 Ensure that Center responses are complete, accurate, and appropriate

<i>Strategy</i>	<i>Completion Date</i>		<i>Evaluate</i>	<i>Point Person</i>
A. Improve quality assurance process by reporting select performance measures quarterly at staff meetings and by developing improvement strategies through a Specialist QA workgroup.	<i>Ongoing</i>		<i>Quarterly</i>	<i>Tox Fellows/Harvey Rogers/Seifert</i>
B. Continually create, review and revise NMPDIC guidelines				
C. Ensure regular evaluation of poison center personnel				
D. Enhance staff training/orientation through: <ul style="list-style-type: none"> • Development of orientation feedback instrument. Obtain feedback from new hires • Integrating journal reviews into Clinical Toxicology Review Session topic presentation. • Increasing Specialist participation in local and national clinical toxicology professional education meetings 	<i>December 2007</i>	<i>Ongoing</i>	<i>Yearly</i>	<i>Harvey/Seifert/Tox Fellows</i>
E. Review, refine and test mass casualty plans <ol style="list-style-type: none"> 1.) Investigate use of student organizations such as Kappa Psi and ASP into response procedure 2.) Implement remote access capability 	<i>Ongoing</i>		<i>Semi-Annually</i>	<i>Benson</i>

1.4 Continuously review poisoning assessment and treatment capability within service region

<i>Strategy</i>	<i>Completion Date</i>		<i>Evaluate</i>	<i>Point Person</i>
A. Distribute updated dispatch telephone number file	<i>Sept 2005</i>	<i>Sept 2007</i>	<i>2 years</i>	<i>Benson</i>

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B.	Update hospital antidote stores file (Bioterrorism then standard antidotes)	May 2008	2008	Yearly	Benson
C.	Investigate a web-based approach for updating inventories on a routine basis	December 2007			Kunkel
D.	Make reporting mandatory through pharmacy legislation	2009			Benson
E.	Review procedure for obtaining exotic antivenins with Specialist staff	August 2007		Yearly	Rogers/Seifert
F.	Encourage hospitals to stock CroFab	May 2007		6 months	Rogers/Seifert
	1.) Contact Fougera representative for insights into latest New Mexico inventories				
	2.) Broadcast fax and/or email hospitals that are not carrying CroFab				
G.	Encourage hospitals to stock hydroxycobalamin	December 2007		Yearly	Rogers/Seifert

1.5 Ensure the availability of 24 hour medical toxicologist support

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
A. Update PC rolodex with Specialty Consultant info.	June 2007			Semi-Annually	Rogers/Seifert
B. Integrate Specialist feedback into Medical Director performance evaluation.	January 2008			Yearly	Rogers/Seifert
C. Maintain collaborative agreement with Utah PC	Ongoing				Benson

GOAL 2: Reduce healthcare costs associated with poisoning by treating less severe exposures at home with Center guidance

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OBJECTIVES & STRATEGIES:

2.1 Utilize Center guidelines to decrease referrals while maintaining patient safety.

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
A. Refine triage threshold value for next 10 guidelines	<i>June 2007</i>			<i>June 2006</i>	<i>Rogers/Seifert</i>
B. Integrate guideline adherence into continuous quality assurance program.	<i>Ongoing</i>			<i>Quarterly</i>	<i>Benson/Tox Fellows</i>
C. Ensure that guidelines are integrated into Specialist training					<i>Harvey</i>
D. Ensure that guidelines are regularly reviewed at staff meetings.	<i>Ongoing</i>				<i>Benson</i>

GOAL 3: Train healthcare professionals in the field of clinical toxicology.

OBJECTIVES & STRATEGIES:

3.1 Increase number of students, faculty, and professionals trained

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
A. Offer inservice to all rural hospitals outside Albuquerque and Santa Fe	<i>2009</i>			<i>Quarterly</i>	<i>Benson/Seifert</i>
1.) Select hospitals					
2.) Select speakers					
3.) Finalize dates					
B. Increase contact with training of nurses through the College of Nursing			<i>Ongoing</i>	<i>Quarterly</i>	<i>Rogers/Seifert</i>
C. Add three professional education programs on poison center website.	<i>June 2007</i>		<i>Ongoing</i>	<i>Annually</i>	<i>Benson</i>

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3.1 Increase number of students, faculty, and professionals trained

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
D. Create online and/or two-way video capability for professional education	2008				Benson

3.2 Enhance the quality of clinical and medical toxicology training

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
A. Create inter-disciplinary experiential by: 1.) Creating intranet interface for orientation and training materials	September 2007			Yearly	Benson/Ivy
B. Increase the number of bedside consults	Ongoing				Rogers/Seifert
C. Improve student/resident scheduling	September 2007				Benson/Rogers/Seifert
D. Review student/resident feedback and make changes to rotation	Ongoing				Benson/Seifert

GOAL 4: Create new knowledge in the field of clinical and medical toxicology through an active research program.

OBJECTIVES & STRATEGIES:

4.1 Increase the number of published research projects

<i>Strategy</i>	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
A. Find research foci that complement work being done 1.) Focus half of research efforts on poison center guideline development, guideline adherence, and outcomes associated with the use of poison center		Ongoing		Quarterly	Benson/Tox Fellows

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4.1 Increase the number of published research projects

<i>Strategy</i> guidelines.	<i>Completion Date</i>			<i>Evaluate</i>	<i>Point Person</i>
a. Guideline Project #1 (Guideline Adherence Variation Within A Regional Poison Center) <ul style="list-style-type: none"> i) Obtain HRRC approval ii) Initiate Guideline Project #1 iii) Complete data analysis for Project #1 	<i>October 2007</i> <i>November 2007</i> <i>January 2008</i>				
b. Guideline Project #3 (Variation In Guideline Adherence Among Regional Poison Centers) <ul style="list-style-type: none"> i) Obtain HRRC approval ii) Initiate Guideline Project #1 iii) Complete data analysis for Project #1 	<i>February 2008</i> <i>March 2008</i> <i>May 2008</i>				
B. Submit all completed projects for publication	<i>December 2007</i>			<i>Every 3 weeks</i>	<i>Benson/Rogers/Seifert</i>
C. Promote elective research opportunity to pharmacy students and emergency medical residents.	<i>Ongoing</i>			<i>Semi-Annually</i>	<i>Benson/Rogers/Seifert</i>
D. Annually recruit junior fellow	<i>Ongoing</i>			<i>Yearly</i>	<i>Benson</i>

GOAL 5: Prevent poisonings through toxicosurveillance, education, regulation, and collaboration with local, state and federal agencies.

OBJECTIVES & STRATEGIES:

5.1 Obtain sustainable and predictable funding for public education

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<i>Strategy</i>	Completion Date			<i>Evaluate</i>	<i>Point Person</i>
A. Continue to utilize public education strategic planning advisory group to assist with accomplishing public education goals.	<i>Ongoing</i>			<i>Quarterly</i>	<i>Bawaya</i>
B. Communicate program's value to NMPDIC partners and customers by:	<i>Ongoing</i>			<i>Quarterly</i>	<i>Bawaya</i>
1.) Summarizing end-of-year education report for inclusion in NM Poison Center's Annual Report and disseminate to appropriate people.					
2.) Reporting education activities, prevention information, and poisoning trends through newsletters and press releases.					
C. Seek additional funding opportunities (see development plan too)			<i>Ongoing</i>	<i>Quarterly</i>	<i>Bawaya</i>

5.2 Prevent poisonings through targeted public education

<i>Strategy</i>	Completion Date			<i>Evaluate</i>	<i>Point Person</i>
A. Implement public education campaign for targeted counties.	<i>March 2008</i>			<i>Quarterly</i>	<i>Bawaya</i>
B. Enhance outreach to underserved populations (Hispanic, Native American, etc). Create plan.	<i>June 2007</i>				<i>Bawaya/Farooqi</i>

5.3 Expand educational outreach

<i>Strategy</i>	Completion Date			<i>Evaluate</i>	<i>Point Person</i>
A. Expand and strengthen partnerships by:			<i>Ongoing</i>	<i>Report Quarterly</i>	<i>Bawaya</i>
1.) Providing workshops for EMT's through regional conferences					

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2.) Exhibiting at state conferences for EMT's, School Nurse Association, public health nurses, etc.				
3.) Collaborate with Red Cross				
4.) Continuing to participate in New Mexico's injury, health and safety-related activities and committee work with emphasis placed on developing cooperative and collaborative relationships.				
5.) Participating in the regional ACEP conference, the Governor's Conference For Women, Governor's Methamphetamine Task Force, pediatrics meetings, the UNM's new mothers meetings, and the conference sponsored by the aging service organizations.				
6.) Creating train-the-trainer program(s)				
B. Expand outreach through pharmacy student service projects			Ongoing	Yearly
				Bawaya

5.4 Diversify educational offerings

	Completion Date		Evaluate	Point Person
A. <i>Strategy</i> Expand educational programs to include carbon monoxide poisoning, food poisoning, pesticide poisoning, household hazardous waste, and lead poisoning. Take following specific steps:			Quarterly	Bawaya
1.) Develop carbon monoxide brochure in English and Spanish. See if Red Cross is willing to fund this.				
2.) Collaborate with county extension office on food poisoning and pesticide issues. Piggyback on their efforts or collaborate to initiate new efforts.				
3.) Work with Environment Department on household hazardous waste issues and identify funds for "Safe				

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- 4.) Alternatives” wheel for public distribution.
 Follow-up with Lead Poisoning Prevention Program. See if NM DOH is willing to fund a lead poisoning prevention brochure.

5.5 Update educational materials

<i>Strategy</i>	Completion Date			<i>Evaluate</i>	<i>Point Person</i>
	A. Review program evaluations and use suggestions to improve guides, brochures, and displays.				
B. Distribute updated materials list and samples to physician offices and hospitals throughout New Mexico. Next piece is CO brochure (English & Spanish)	<i>On Hold – Funding Needed</i>			<i>Annually</i>	<i>Bawaya</i>

5.6 Conduct media campaigns

<i>Strategy</i>	Completion Date			<i>Evaluate</i>	<i>Point Person</i>
	A. Notify public of seasonal poisoning hazards and poisoning trends, and upcoming activities or events through press releases, newsletter articles, television and radio promotions, and brown wrappers.				
B. Implement quarterly public service announcements			<i>Ongoing</i>	<i>Quarterly</i>	<i>Bawaya</i>
C. Develop and place newspaper and radio public service announcements for National Poison Prevention Week	<i>2/15/08</i>			<i>Annually</i>	<i>Bawaya</i>

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5.7 Regulatory and Legislative Action

<i>Strategy</i>	Completion Date			<i>Evaluate</i> <i>Quarterly</i>	<i>Point Person</i> <i>Benson</i>
			<i>Ongoing</i>		
A. Target regulatory and legislative action to decrease the incidence of poisoning in young children Contact appropriate organizations to discuss labeling poisonous products and prescription bottles with the national 800 number			<i>Ongoing</i>		
B. Work on initiatives to move naloxone to OTC status in New Mexico			<i>Ongoing</i>		<i>Rogers/Seifert</i>

GOAL 6: Provide individualized, accurate, relevant and unbiased information to consumers and healthcare professionals regarding medication-related inquiries.

OBJECTIVES & STRATEGIES:

6.1 Ensure that Center responses were useful to client.

<i>Strategy</i>	Completion Date			<i>Evaluate</i> <i>Quarterly</i>	<i>Point Person</i> <i>Troutman</i>
		<i>2008</i>	<i>Ongoing</i>		
A. Create a follow-up mechanism to determine outcomes associated with drug information, adverse drug reaction, and drug interaction calls.		<i>2008</i>	<i>Ongoing</i>		
B. Create and implement client satisfaction survey for drug information clients.	<i>August 2007</i>			<i>Yearly</i>	<i>Troutman</i>

GOAL 7: Train pharmacists to be drug information providers.

OBJECTIVES & STRATEGIES:

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7.1 Enhance the quality of drug information training.

	Completion Date		<i>Evaluate</i>	<i>Point Person</i>
<p>A. <i>Strategy</i></p> <p>Increase number of calls from community pharmacists</p> <p>1.) Examine baseline data (Jess)</p> <p>2.) Create an outreach program to community pharmacists (Troutman & Disco)</p>	<i>June 2008</i>		<i>Quarterly</i>	<i>Troutman</i>