Educating Patients on Cannabidiol (CBD)

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Educating Patients on Cannabidiol (CBD)

Hinesburg, VT
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Problem Identification (2A)

- In 2016, the CDC reported an estimated 20.4% (50 million) of U.S. adults had chronic pain [1]
- The American Academy of Sleep Medicine estimates around 30% of U.S. adults have symptoms of insomnia [2]
  - And 10% of U.S. adults have severe insomnia with daytime consequences [2]
- Anxiety is estimated to affect 40 million U.S. adults according to the Anxiety and Depression Association of America, making anxiety disorders the most common mental illness in the U.S. [3]
- In a 2017-2018 survey of CBD users, 62% identified using CBD to treat a medical condition [6]
  - The top three conditions listed were pain, anxiety, and depression [6]
- The same survey found the odds of CBD use to treat a medical condition were 1.44 times greater among non-regular users of Cannabis compared to regular users [6]
- 36% of respondents reported CBD as specific or sole therapy for their identified medical condition [6]
The demand for CBD products is increasing among American consumers [5].

Many companies producing and selling CBD products have been making unsubstantiated drug claims about their products— including that CBD can treat, or cure, cancer [5].

Due to a lack of FDA oversight and enforcement of CBD products, an estimated 70% of CBD products offered online could be mislabeled (with both under or over-labeling of the CBD and THC content) [5].

The lack of meaningful regulation of cannabidiol products leaves consumers at an increased risk of using products with unspecified concentrations of CBD and thus unknown therapeutic value [5].

There is a lack of general knowledge and understanding among consumers as to the scientifically substantiated evidence behind CBD therapy [5].
Cost Considerations

- Patients suffering from an anxiety disorder are 3-5 times more likely to go to the doctor and 6 times more likely to be hospitalized for psychiatric disorders [3]

- A 2016 Fiscal Report from the Vermont Agency of Human Services Department of Mental Health identified ‘anxiety and other nonpsychotic disorders’ as the most common ICD-10 mental health diagnosis code among outpatient services (52%) and community rehabilitation programs (29%) [13]

- In 2017, insufficient sleep among working adults in the U.S. was estimated to generate an annual economic loss between $280 billion and $411 billion [11]
  
  - This loss will range from $299 to $433 billion by 2020 [11]
  - And $318 to $456 billion by 2030 [11]

- By 2020, it is projected that retail sales of CBD products will have increased to $1.9 billion [5]
Community Perspective and Support

- “Patients often ask what CBD can be used for, what dose to take, if it interacts with their other medications, if it could show up on a drug test, and if I can write them a prescription...patients that are already on the VT Medical Marijuana Registry can get access and expertise through dispensaries...but I don’t really have any great resources and wish I was better informed myself.” - Mick Graham, MD

- “I had other friends with chronic pain that tried CBD and it really worked for them, so I figured I would try out what they had found helpful. I’m not sure it’s working for me yet, but there’s so many options available that I’m interested in trying something else. Most of my information has come from my own research, but I still have a lot of questions about how it works and why there are different formulations. I really like that it doesn’t give you the ‘high’ of THC though, so I’m hopeful I can find what is right for me.”
  – Chittenden County resident and CBD user
Intervention and Methodology

- Created an educational trifold leaflet for patients to:
  1. Identify the current medical understanding of CBD
  2. Address its proven therapeutic potential to-date
  3. Pinpoint what to look for when purchasing CBD products
  4. Recommend dosing for specific medical conditions
  5. Correct common myths about CBD
  6. List local and online resources for more information
  7. Encourage conversations with health care providers

- Created a “dot phrase” (CBDPTINFO) on EPIC with similar information and additional resources for patients

- Shared phrase with physicians at UVMC FMH to include in patient’s “after visit summary”
Results/Responses

- Handout was offered for distribution at the UVMCC Family Medicine Hinesburg office, as well as to individual providers at that location
- “dot phrase” was shared with UVMCC FMH providers
- Response to handout and “dot phrase” was positive among providers
- No formal response data was received
- Providers appreciated the compiled resources in two formats to share with patients
Evaluating this Intervention

Effectiveness

- Due to time constraints, the effectiveness of this intervention was not assessed
- Future assessment could involve:
  - A survey to patients at FMH regarding:
    - Ability to understand handout
    - If handout provided new information
    - Whether handout resulted in change in CBD habits
    - If they felt more confident finding information on CBD and purchasing CBD products
    - If they were more likely to discuss CBD with their healthcare provider(s)
  - A survey to providers at FMH regarding:
    - If patients questions/understanding of CBD changed following handout distribution
    - How frequently they were using the EPIC “dot phrase”

Limitations

- Limited follow-up to evaluate handout utilization and response
- Effectiveness is dependent on adequate distribution to patients
- Effectiveness is dependent on patient reading handout or after visit summary
- Effectiveness is dependent on English language literacy
- Handout and “dot phrase” limited to introductory information on CBD
- Impossible to know whether patients would have found provided information independently
Recommended Future Interventions

- Update and expand handouts in 1 year - due to high turnover rate of evidenced-base published studies on CBD
- Distribute handout to other family medicine offices and providers in Vermont
- Distribute handout to other providers not associated with family medicine
- Compile data regarding CBD use among Vermont patients
- Connect more patients and providers with Paul Jerard at the Vermont Cannabinoid Clinic and Ada Puches at the Champlain Valley Dispensaries
References

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