

Opioid Settlement Fund Application**Applicant****OSF-44**

Submitted On: Aug 14, 2024

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Certification

PLEASE CERTIFY THAT YOU HAVE REVIEWED THE
SCHEDULE A CORE STRATEGIES AND SCHEDULE B-
APPROVED USES

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Contact Information

Organization Name

Management Science Associates, Inc.

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xxx-xx-6415

Project Summary

Please provide a narrative overview or summary of your proposal, including but not limited to the following:

1. Brief description of the proposal

One promising application of medical cannabis is in the management of chronic pain, which could help reduce or eliminate dependence on prescription opioids, thereby lowering the risk of overdose and death. However, there has been limited research on its effectiveness as a substitute or complement to opioids, as well as the optimal dosing strategies. To address this gap, Management Science Associates, Inc. (MSA) is proposing a comprehensive research project. This initiative aims to investigate the role of medical cannabis in chronic pain management, its interaction with prescription opioids, and its potential to decrease opioid usage in the Kanawha region, utilizing real-world data at the individual patient level.

To achieve this, MSA will integrate data on medical cannabis sales from dispensaries with opioid prescription records for the same patients, derived from their medical histories. The data will be anonymized using MSA's proprietary de-identification engine, which generates unique, irreversible tokens for each patient. This process ensures that patient privacy is maintained in accordance with HIPAA regulations while allowing for the accumulation of individual patient data.

MSA has previously conducted similar studies in Minnesota and Utah, which demonstrated average reductions of 30%

and 53%, respectively, in opioid prescriptions during the periods when patients were purchasing cannabis products. These preliminary findings support the evidence of cannabis's opioid-sparing effect and its potential as a viable alternative for managing chronic pain. Building on these promising results, this project aims to replicate and extend the research in West Virginia. The focus will be on collecting and analyzing anonymized patient data from licensed medical cannabis dispensaries, matched with medical records containing clinical data.

We aim to provide quantitative real-world evidence on the viability of cannabis as an alternative or adjunct to opioids for chronic pain management. Building on MSA's analysis of medical cannabis and opioid prescriptions, this proposal seeks to extend research efforts to West Virginia, specifically Kanawha County. Our goal is to assess the impact of cannabis on chronic pain management, its potential to reduce opioid prescriptions, and to explore the interactions between cannabis and opioids in treating pain. The findings from this study could be instrumental in developing prescription guidelines and shaping regulatory policies.

2. Purpose and key anticipated outcomes

MSA intends to disseminate the research findings through educational channels, collaborating with health-focused organizations and non-profits in West Virginia. Joint campaigns will be organized to share insights and recommendations derived from the study with the local population. Additionally, MSA aims to correlate demographic information with changes in opioid use, taking into account factors such as cannabinoid ratios, product types, and forms. By linking demographic data with prescription drug usage patterns, MSA seeks to inform targeted interventions and policies tailored to specific populations in West Virginia.

Medical cannabis was legalized in West Virginia in 2017. Despite the legal availability of medical cannabis in West Virginia, there remain significant gaps in resources for alternative pain management strategies and education. Our research aims to identify these barriers and introduce interventions to increase knowledge and awareness, while building support networks for individuals considering medical cannabis as a treatment option. By tailoring our efforts to the unique needs of this region, our study intends to provide insights that can inform the development of policies and healthcare initiatives statewide. This approach aims to foster improved pain management outcomes and enhance overall community wellness across Kanawha County.

3. Individuals or communities served

Our project will provide insights and understanding, based on research using real-world data, to medical professionals recommending cannabis for chronic pain to patients in West Virginia. The goal is to evaluate how this population can reduce their opioid use and determine if cannabis is a suitable alternative for managing chronic pain and combating the opioid epidemic. MSA will disseminate these findings to health-focused organizations, non-profits, government entities, and other stakeholders. It's imperative that we work with Kanawha County directly to ensure the most success.

4. Amount of funding requested

150000

5. Amount of any bids or cost estimates received to date, if applicable

0

6. Amount of matching funds raised or committed by your organization

50000

7. Source of matching funds raised or committed by your organization

These funds are allocated from MSA's other lines of business to ensure completion of the project. To complete this project MSA rely on experienced staff to collect data utilizing MSA's de-identification engine. Additionally, we will use internal resources to clean and then evaluate the data to provide and present insights and findings to Kanawha County. MSA will conduct all outreach to licensed medical cannabis dispensaries, health-focused organizations, and non-profits through all phases of the project.

8. How Opioid Settlement funds, if awarded, will be used

The Opioid Settlement funds will be used to evaluate the reduction of opioid use in correlation with medical cannabis in four phases:

Phase 1: Data Collection and De-Identification (Months 1-3)

MSA will collaborate with licensed cannabis dispensaries in West Virginia, specifically Kanawha County, to gather data on individual patients' cannabis purchases. Each participating dispensary will host a copy of MSA's de-identification engine, ensuring the anonymization of patient data while preserving privacy and compliance with HIPAA regulations. These anonymized cannabis purchase data will then be merged with similarly de-identified data on prescription from medical records from the same patients, matched using unique personal tokens.

Phase 2: Analysis of Prescription Drug Use Patterns (Months 4-6)

Using the combined dataset, MSA will conduct a comprehensive analysis of patients' opioid prescription patterns. This analysis will focus on changes in the consumption of prescription opioids, stimulants, and depressants in relation to cannabis use. MSA will replicate the research conducted in Minnesota and Utah, examining how medical cannabis usage affects prescription opioid use.

Phase 3: Investigation of Illicit Drug Use and Overdose Risk (Months 7-9)

Recognizing that prescription drugs are not the sole contributors to drug overdoses, MSA will investigate the impact of medical cannabis use on the purchase and use of illicit drugs associated with overdose deaths in West Virginia. This investigation may involve survey-based approaches to gather data on the consumption of substances such as heroin, synthetic fentanyl, cocaine, and methamphetamine.

Phase 4: Dissemination of Findings and Collaboration (Months 10-12)

MSA's intended outcome is to disseminate research findings through educational channels, collaborating with health-focused organizations and non-profits in West Virginia. MSA will present findings to the Kanawha County Commission and West Virginia First Foundation's Board of Directors. Joint campaigns will be organized to share insights and recommendations derived from the study. Furthermore, MSA aims to correlate demographic information with changes in opioid use, considering factors such as cannabinoid ratios, product types, and forms. By correlating demographic data with prescription drug usage patterns, MSA seeks to inform targeted interventions and policies tailored to specific populations in West Virginia.

Despite the legal availability of medical cannabis in the West Virginia, Kanawha region, significant gaps persist in resources for alternative pain management strategies and education. Our research aims to identify barriers to access and introduce interventions aimed at increasing knowledge and awareness, building support networks for individuals contemplating medical cannabis as a treatment option. By specifically tailoring our efforts to address the distinct needs of this region, our study intends to offer insights that can inform the development of policies and healthcare initiatives statewide, thereby fostering improved pain management outcomes and overall community wellness across West Virginia.

9. Which Core Strategies or approved uses will be met

Our investigation aligns with the following core abatement strategies and approved uses:

Core Strategy J: Research to ameliorate the opioid epidemic and to identify new tools to reduce opioid addiction. Our study focuses on evaluating the opioid-sparing potential and analgesic effects of medical cannabis, which may serve as a new tool to manage chronic pain and reduce opioid dependency.

Approved Use L: Support opioid abatement research that includes non-opioid treatment for chronic pain. We will be analyzing the effectiveness of medical cannabis as a non-opioid treatment for chronic pain. This research aims to contribute valuable insights into effective pain management strategies and opioid reduction efforts.

10. How long it will take you to complete the project if awarded funding

If awarded funding, MSA will complete the project in four phases. Our goal is to collect all the data for evaluation in three months. The analysis provided by MSA's personnel will take three months. Phase 3, the investigation of illicit

drug use and overdose risk, will be concluded in three months. Lastly, Phase 4, the dissemination of findings and collaboration, will be reached in three months. The project timeline in total is 12 months for full completion. It's important to note, that MSA has already begun outreach to state licensed medical cannabis dispensaries to partner in data collection. Additionally, MSA has established relationships with health focused advocacy groups, who will help disseminate the findings and provide education to West Virginians.

Proposal Details

1. Please describe the problem or need which your project seeks to address

The opioid crisis remains a critical public health challenge, escalating across the nation, with West Virginia being one of the hardest-hit states. West Virginia has consistently reported the highest rates of opioid overdose deaths in the United States. In 2019, the state had an opioid overdose death rate of 42.4 per 100,000 people, significantly higher than the national average of 14.6 per 100,000. (1) Additionally, West Virginia's rate of opioid prescriptions has historically been among the highest in the country, contributing to widespread addiction and overdose issues. (2)

Chronic pain impacts around 50 million adults in the U.S., often leading to extended opioid use. While effective for acute pain relief, the use of opioids for chronic pain come with high risks of dependency, misuse, and overdose. Addressing chronic pain with strategies that reduce opioid use is vital for mitigating the opioid crisis. Medical cannabis presents a promising alternative, offering effective pain relief with a lower risk of addiction and overdose. Research indicates that cannabis can be useful to manage chronic pain and reduce opioid prescriptions, highlighting its potential as a supplementary or alternative treatment.

A cross-sectional survey of 2,897 medical cannabis patients revealed promising results: 97% reported that their cannabis use reduced their opioid use, and 81% found cannabis alone more effective for pain management than cannabis and opioids in combination. (3) A systematic review conducted by the National Academies of Sciences, Engineering, and Medicine found substantial evidence that cannabis is effective for treating chronic pain in adults, particularly in neuropathic conditions. (4) Furthermore, Boehnke et al. showed that patients using cannabis for chronic pain reported a 64% reduction in opioid use. (5) Campbell et al. echoed these findings, noting that cannabinoids, particularly those containing a balanced THC/CBD ratio, can significantly alleviate chronic pain. (6) This body of evidence supports the hypothesis that cannabis could reduce reliance on prescription opioids while maintaining effective pain control. (7)

The ongoing opioid crisis underscores the urgent need for innovative and evidence-based approaches to pain management that can reduce dependency on prescription opioids. Exploring alternative treatments, such as medical cannabis, is essential for enhancing patient care and providing sustainable solutions. Our project seeks to address this need by evaluating the opioid-sparing potential and analgesic effects of medical cannabis in chronic pain management. By leveraging real-world data, our research will provide critical insights into effective pain management strategies that could significantly impact opioid prescribing practices and outcomes in West Virginia.

Sources:

1. National Institute on Drug Abuse. West Virginia: Opioid-Involved Deaths and Related Harms. NIDA. Published April 3, 2020. Accessed [date].
<https://www.drugabuse.gov/drug-topics/opioids/opioid-summaries-by-state/west-virginia-opioid-involved-deaths-related-harms>
2. Centers for Disease Control and Prevention. Drug Overdose Deaths. CDC. Published March 19, 2021. Accessed [date].
<https://www.cdc.gov/drugoverdose/data/statedeaths.html>
3. American Medical Association. West Virginia State-Level Data. AMA. Published 2020. Accessed [date]. <https://www.ama-assn.org/delivering-care/opioids/state-level-opioid-epidemic-data>
4. National Academies of Sciences, Engineering, and Medicine. The Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research. The National Academies Press; 2017. doi:10.17226/24625.
5. Boehnke KF, Litinas E, Clauw DJ. Medical Cannabis Use Is Associated With Decreased Opiate Medication Use in a Retrospective Cross-Sectional Survey of Patients With Chronic Pain. J Pain. 2016;17(6):739-744. doi:10.1016/j.jpain.2016.03.002.
6. Campbell G, Hall W, Peacock A, et al. Effect of cannabis use in people with chronic non-cancer pain prescribed opioids:

findings from a 4-year prospective cohort study. *Lancet Public Health*. 2018;3(7):e341-e350. doi:10.1016/S2468-2667(18)30110-5.

7. Capano A, Weaver R, Burkman E. Evaluation of the Effects of CBD Hemp Extract on Opioid Use and Quality of Life Indicators in Chronic Pain Patients: A Prospective Cohort Study. *Postgrad Med*. 2020;132(1):56-61. doi:10.1080/00325481.2019.1685298.

2. Please provide the details regarding the design and strategy of your proposal

MSA's proposal focuses on evaluating the opioid-sparing potential and analgesic effects of medical cannabis, which may serve as a new tool to manage chronic pain and reduce opioid dependency. Our mission aims to contribute valuable insights into effective pain management strategies and opioid reduction efforts in Kanawha County and West Virginia.

As mentioned in the four phases of our project the MSA team will work to engage with state licensed medical cannabis dispensaries. We have begun outreach to the following medical cannabis dispensaries: Kanacare, County Grown Cannabis Dispensaries, Trulieve Hurricane Dispensary, and Greenlight Medical Marijuana Dispensaries. Through partnerships with these medical cannabis dispensaries MSA can conduct their quantitative, real-world research and specifically look how cannabis is reducing opioid use in the Kanawha region. Additionally, the medical dispensaries that choose to partner with us with MSA will gain evaluation and insights to what cannabis products are best helping their patients.

Through Phase 2 and Phase 3 of the project the MSA team will internally work to analyze and evaluate the data that has been collected and present to Kanawha County and any other entities that would benefit from our findings. We will also work to get an understanding of how the illicit opioid market through survey-based outreach in the region.

Phase 4 will incorporate health-focused organizations and non-profits to ensure we disseminate our findings and insights the best way possible. Our study will help not only help healthcare professionals understand cannabis further, but specifically as a possible alternative for people trying to get off opioids. MSA plans to outreach to the Greater Kanawha Valley Foundation. As the Greater Kanawha Valley Foundation has created the Nonprofit Resource Center as a space to share learning opportunities with community-based organizations, we will work to see how we can be of assistance in the healthcare industry to disseminate our findings and insights. MSA will also work with Kanawha Communities That Care as their mission is to increase awareness of the substance abuse-related problems and issues facing Kanawha County. When building relationships in Kanawha County, it is important that we hear how they can benefit from our insights. MSA will work to create reports, presentations, online resources, and more that are tailored to their communities. As MSA builds relationships within the Kanawha region we will have dedicated staff to work directly with them to assist in advancing education in reducing opioid use.

3. Please provide your project timeline

MSA will conclude this project in four phases. Please see previous question for project timeline and phases, "How Opioid Settlement funds, if awarded, will be used" and graphic attached to documents.

4. Please provide your project's total proposed budget.

MSA has requested 150,000 dollars from the AG Opioid Settlement Fund. Additionally, MSA will match up to 50,000 dollars from other lines of business to ensure competition.

Please see proposed budget chart attached to documents.

5. Please list any partners in this proposal, and the partner's role and your relationship with them.

As MSA was founded in 1963, we have acquired an incredible team to complete this proposal. Additionally, we will partner with state licensed medical cannabis dispensaries to conduct our study. To conduct our educational portion of this proposal we will work directly with non-profits, health-focused organizations, government entities, local officials, and more. MSA has begun outreach to West Virginia licensed medical cannabis dispensaries and working on outreach to the other entities listed.

6. Please identify the anticipated leadership of the proposal and upload/attach their resume(s) or CVs

Since 1963, Management Science Associates, Inc. has partnered with customers to identify areas in which innovative analytics and applications of data and systems drive growth and create efficiency. MSA has achieved continuous

sustainable growth since then. Combining its expertise with the tools of information management, analytics, data management, systems engineering and support, MSA develops, integrates, implements, and maintains solutions, products, and services for numerous industries. MSA has been involved in cannabis research since 2017. Biographical information on select MSA personnel who have been involved in cannabis research efforts is presented below.

Jennifer Lucero, MD, MSc

Medical Doctor and Clinical Researcher with ten years of expertise in Primary Care and Emergency Medicine. She is proficient in scientific writing, creating original research, and communicating health information to various audiences. She is experienced in designing clinical studies; in ensuring compliance with Good Clinical Practices, FDA regulations, and IRB requirements; and in performing biostatistics and health data analysis using statistical software for medical research.

Geoffrey Atkinson, PhD

Dr. Geoff Atkinson is a Senior Data Analyst at MSA. He has a BA in mathematics from Carleton College and a PhD in Algorithms, Combinatorics and Optimization from Carnegie Mellon University. He has worked on a variety of analyses including the proliferation of sports betting outside of Nevada, and the correlation between purchases of cannabis and prescription opioids. Before joining MSA, he worked as a mathematician and game designer for Konami Gaming, Inc., and taught a wide variety of math courses at Seton Hill University.

Frederick H. Rueter, PhD

Dr. Rueter is Vice President of New Business Development. He has a BS in Industrial Management and a MS in Industrial Administration, both from Carnegie Institute of Technology, and a PhD in Economics from Carnegie Mellon University. Since joining MSA in 2012, he has participated in evaluation and analysis of data on consumer behavior relating to casino slots gaming; medical diagnosis, monitoring, and treatment; electronic cigarettes; and medicinal and adult-use cannabis and CBD, including design of a structure for supporting decisions relating to production, sale, and use of medicinal cannabis that tracks flows of information and products among cultivators, processors, product manufacturers, testing laboratories, dispensaries, physicians, and patients, and identifies types of information pertinent to those entities. Dr. Rueter previously was Vice President of CONSAD Research Corporation, a private, profit-seeking, public policy research organization. While there, he was primarily responsible for studies involving microeconomic and inter-industry analysis, statistical and econometric analysis, simulation modeling, and policy design. The topics analyzed and research methods applied included: benefit-cost, cost-effectiveness, and regulatory impact analyses of federal standards and policies, environmental and occupational health and safety regulations, health insurance and healthcare policies, technological research and innovation programs and policies, and taxation policies; multivariate statistical analyses and quantitative risk assessments of environmental, industrial, and public health risks; and computer simulation modeling of national donor liver allocation policy, responses to bioterrorist attacks, and manpower, personnel, and training policies, procedures, and practices.

Alfred A. Kuehn, PhD

Alfred Kuehn founded MSA while a Professor at Carnegie Mellon University. He has always been either its CEO or Chair. He has a BS in Chemical Engineering and a PhD in Industrial Administration from Carnegie Institute of Technology. He taught courses in economics, marketing, and business policy at CMU.

Dr. Kuehn pioneered the development of processes to transform information on consumer behavior (brand choice, TV viewing, medical and credit card records, casino gaming) into more timely, more accurate in-depth understanding and prediction of business opportunities. He is a world-renowned expert in modeling and analysis of consumer behavior, including measuring advertising effects. He fostered MSA's involvement in developing use of consumer scanner technology and other industry-wide services, which led to MSA's expansion into information science as a basic core knowledge. Under his direction, MSA has continuously provided services over many decades to the consumer-packaged goods (CPG), satellite, and cable TV industries. More recently, MSA has extended its services to other fields and industries that benefit from implementing analytics and information science that support new organizational practices and coordinate and foster more cost-effective ongoing operations in industries such as steel, medical and healthcare practices, medical cannabis and cannabidiol (CBD) and casino gaming.

Stephen J. Gongaware

Mr. Gongaware has a BS in Electrical Engineering and an MBA with concentration in Bioengineering from the University of Pittsburgh. He presently serves as Senior Vice President in Corporate Business Development at MSA. He has more than 30 years of industry experience working across various industries including casino gaming, high speed drug screening, pharmaceuticals, consumer packaged goods, and CBD/cannabis. Mr. Gongaware was awarded a patent for a novel method imaging live cells for new drug discovery. He has been involved in cannabis R&D since 2017.

7. Please describe your plan for sustainability of the project or initiative after the grant award has been exhausted

MSA has established relationships around the country to begin providing medical professionals the data and research needed to make informed, science-based recommendations to medical cannabis patients. Once our project has concluded we plan to continually follow up with all dispensaries, organizations, and non-profits we worked directly with. For example, as we continue to conduct this research around the country, MSA will reach out with more insights and findings to continue to education how cannabis correlations with reducing opioid usage. MSA is currently working with the American Cannabis Nurses Association (ACNA) to help educate nurses and physicians on cannabis nationwide. They are committed to establishing cannabis nursing as a recognized specialty, providing extensive educational resources, and overseeing the credentialing process for cannabis nurses. This makes ACNA an ideal partner for collaborative research and initiatives aimed at integrating cannabis therapies into healthcare practices more effectively. As we continue to conduct research, we plan to be a reliable source for insights and research for healthcare professionals around the United States.

Organization Information**1. Please provide your organization's mission statement.**

Since 1963, Management Science Associates, Inc. has partnered with customers to identify areas in which innovative analytics and applications of data and systems drive growth and create efficiency. Combining its expertise with the tools of information management, analytics, data management, systems engineering and support, MSA develops, integrates, implements, and maintains solutions, products, and services for a number of industries.

2. Describe the history of your organization, tell us about your current programs and activities

MSA serves institutions and companies across a spectrum of industries, including Consumer Packaged Goods, Media, Healthcare, Pharmaceuticals, Metals & Advanced Manufacturing, Casino Gaming, Medical Cannabis, and Internet Applications.

MSA was founded by Dr. Alfred A. Kuehn, PhD, a chemical engineer and researcher who, prior to starting MSA in 1963, was a student and faculty member of Carnegie Mellon University's Tepper School of Business. Academically, he was interested in bringing a quantitative approach to decision-making and problem solving. Dr. Kuehn's goal is to identify new and challenging problems that require original solutions. This informs our approach, influences our products and services, and creates our culture of innovation.

3. List any federal, state, local or private grant awards or funding received in the last three years and the current status of those funds. If your organization has previously received funds from Kanawha County, please list the amount, nature of the project(s) and current status of the funding and project(s).

MSA has received the following funding in the last 3 years:

1. Funding from the State of New Jersey for software support, maintenance, and customer service.
2. Funding from Allegheny County (Pennsylvania) for software access, support, maintenance, and customer service.
3. Funding from local (municipal) governments for access to a resident notification system.

MSA has not received funding from Kanawha County in the past.

4. Please list your Owner(s), Board of Directors, senior staff members, or other key members of your organization:

As of November 8, 2023, Dr. Kuehn transferred 100% ownership of MSA to the Dr. Alfred A. Kuehn Perpetual Trust and the Dr. Alfred A. Kuehn Innovation Institute. The board of Directors of MSA are: Stephen J. Gongaware, Dr. Alfred A. Kuehn, Dr. Fred Rueter, Joe Reddy. The members of the Boards of the Purpose Trust and the Innovation Institute are: Stephen J. Gongaware, Patrick J. Gallagher and Margaret Boright.

Stephen J Gongaware will be overseeing MSA's proposal. Stephen has more than three decades of industry experience across consumer product goods, healthcare drug discovery, and information technology. He has been a frequent speaker at numerous conferences and University programs. Stephen's vision is to unleash the power of market forces to improve health and wellness for all using innovative data and analytics. He works directly with Dr. Alfred Kuehn, MSA's owner, to identify growth opportunities using MSA's powerhouse combination of technology and analytics.

5. Please list the staff involved with this project and describe their roles and responsibilities:

Madeline Grant, Manager of Business Development, will work to connect with medical cannabis dispensaries, health-focused groups, and nonprofits in Kanawha County. She will work to cultivate relationships in Kanawha County to ensure success of the proposed project. To ensure the success of our proposal, she will continue to check in with all partners to make sure objectives and goals are being met.

Jennifer Lucero, MD, MSc, will analyze the data received from medical cannabis dispensaries, specifically looking at opioid reduction in correlation with medical cannabis. Additionally, she will help to provide resources and reports to all organizations and nonprofits in Kanawha County.

Geoffrey Atkinson, PhD, will work to analyze the data received from medical cannabis dispensaries.

Frederick Rueter, PhD, will assist with providing materials, insights, and information to Kanawha County, medical dispensaries, and any specific information Kanawha County requests.

Stephen J Gongaware will oversee all completion of the four phases outlined in this project.

6. Please upload/attach the following financial documents, if applicable:

Cash flow statement for applicant's most recent fiscal year

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Two years of audited financial statements

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Current operating budget

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If the applicant has not been audited, please include an unaudited balance sheet and income statement as prepared by the applicant

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7. If you have made an application for funding for this project from other sources (city, state, private or non-profit organizations) please list the same here.

N/A

8. Please describe three significant accomplishments of your organization within the last three years

Through research projects with state-legal cannabis operators, MSA has gained insights to how cannabis correlations in reducing opioid use. Please see attached reports of our findings at the end of the application.

Supplementary Information

1. Please enter contact information (name, email, and phone) for at least one third-party reference.

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2. Please include any supplementary information or documentation (such as letters of support, newspaper articles, etc) which you feel will be essential to the County's review.

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