Northwest (Region 10)

ROTAC

Rural Opioid
Technical Assistance
Collaborative

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Contingency Management impact: Lived experience & rural practice

July 16, 2025

K. Michelle Peavy | James Olsen
Washington State University

Two hats; 1 Vision

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https://www.prismcollab.org

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Agenda

1
Contingency management (CM) introduction; CM implementation journey in Washington State.

2
CM Implementation in rural areas

3
CM: The lived experience

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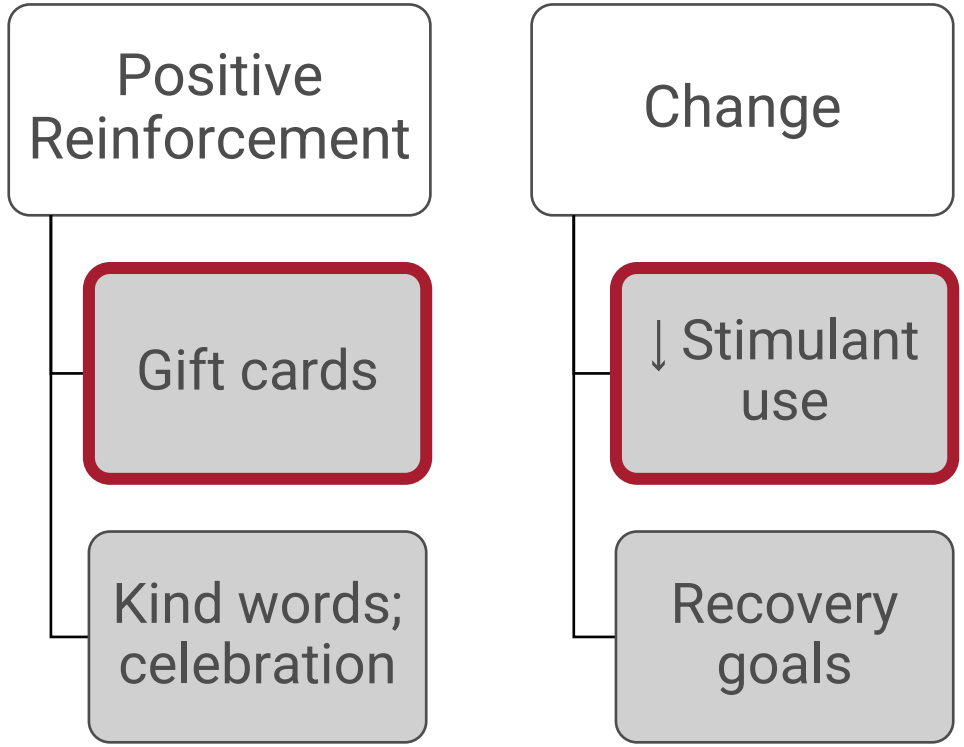
Contingency Management: A definition

A behavioral therapy that uses **positive reinforcement** to encourage behavior **change**.

CM is built on the ideas that:

- People change when they feel good.
- Celebration is key.



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CM is an effective treatment for stimulants

- Meta-analysis of CM for MOUD patients (Bolívar et al., 2021)
  - 22 Studies for Co-use of stimulants
  - 82% of studies showed significant increase in abstinence
- Research evidence for CM for stimulant non-use is the strongest (AshaRani, et al., 2020; Bentzley, et al., 2021)
- ASAM/AAAP joint publication *Clinical Practice Guideline on the Management of Stimulant Use Disorder* has called for ***CM to be the primary component*** of a treatment plan for Stimulant Use Disorder, denoted with "***high certainty, strong recommendation***".

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CM: If it works so well then why isn't it widely available for people who could benefit?

- Regulations around CM
- Funding
- Lack training/knowledge
- Stigma around CM and the people who could benefit
- Implementation challenges with new programming

(Rawson et al., 2023)

Washington State has risen to the occasion!

(Parent et al., 2023)

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An evidence-based CM model

Key Questions	CM Protocol Response
Who are we trying to help?	People who use stimulants
What's the behavior of focus?	Stimulant negative urine drug tests
What type of reward?	Vouchers* for gift cards or prizes
How big are the rewards?	$599 max earnings/cal yr. Ex: base reward $12; escalate $2/2 consecutive stim-neg UDT
How often to people get rewards?	Twice weekly
How long does the intervention last?	12 weeks

*As opposed to "prize draw"

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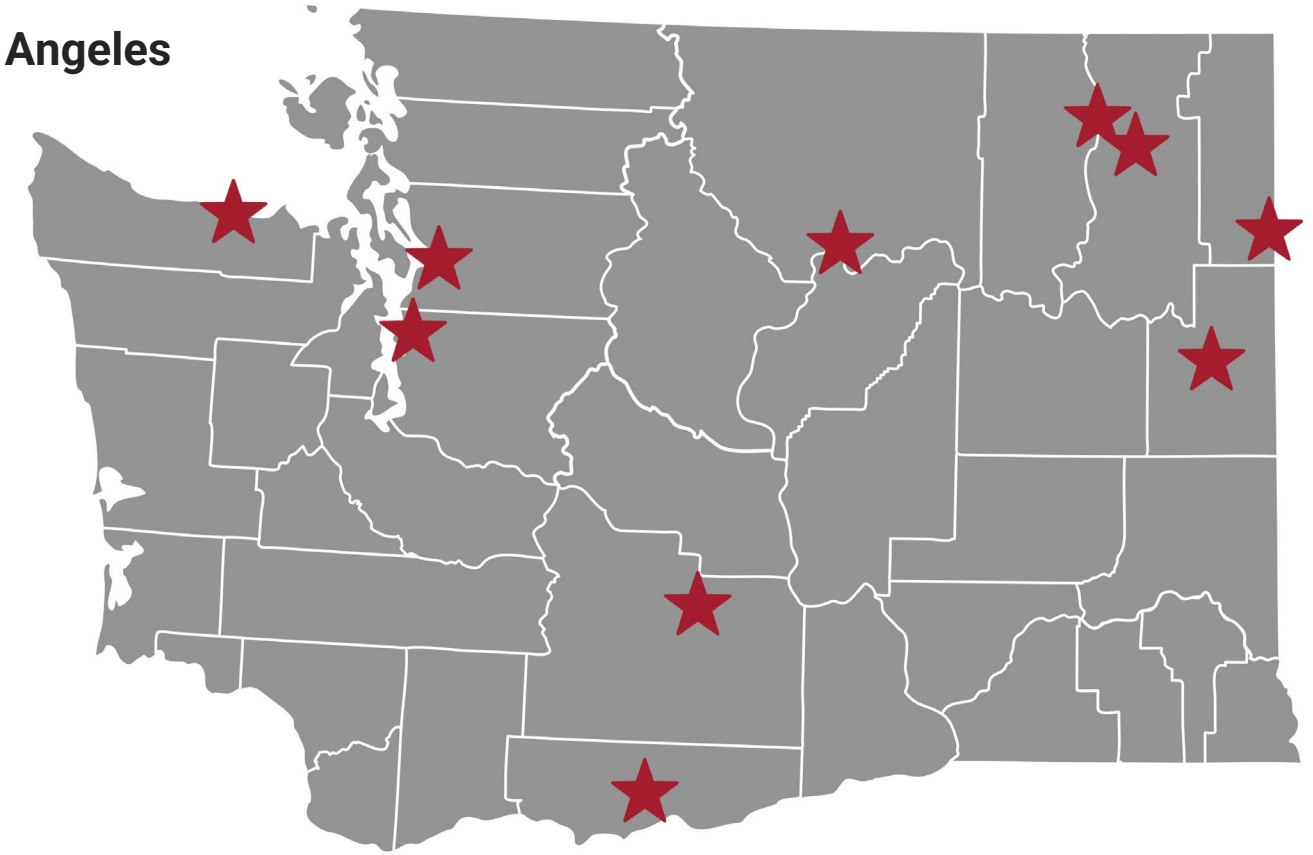
Current HCA-funded Sites

- Olympic Peninsula Health Services - Port Angeles
- Plymouth Housing – Seattle
- Ideal Option - Everett
- Klickitat Valley Health - Goldendale
- Comprehensive Healthcare- Yakima
- Family Health Centers- Omak
- Providence - Kettle Falls
- Providence - Colville
- MultiCare Rockwood - Spokane
- Newport Health Center - Newport



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CM Uptake by Rurality

Urban & Suburban: 44% of locations implemented CM

Small town & rural: 94% of locations implemented CM

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CM in rural areas: Transportation is a salient barrier

Rural settings get creative!*

- Remote CM
- Satellite offices for CM visits

*But NOT so creative that they change the evidence-based model. ***Do not reduce CM visit frequency.***

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Contingency Management: The lived experience

In conversation with James Olsen

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