

# Why so many opiates?

- Purdue invents Oxycontin and wants to sell lots
- Purdue creates “pain is a disease” campaign to sell more
- Joint Commission buys into it and declares pain a “vital sign”— “Nurse, get me the pain measuring rectal probe please”
- Press-Ganey invents patient satisfaction surveys and wants to sell lots of them
- P-G creates “high patient satisfaction = high quality care” campaign to sell more
- CMS buys into it and starts paying hospitals based on patient satisfaction
- Hospitals start insisting doctors satisfy patients
- Patients get more opiates for minor pain to satisfy them
- A small number of these patients become dependent
- Other patients realize that doctors are being measured and demand opiates in order to be “fully satisfied with their care”
- And we have an epidemic of opiate abuse!