

Executive Summary: MOUD Playbook Evaluation

Background

On behalf of the Agency for Healthcare Research and Quality (AHRQ), Westat is conducting an evaluation, which aims to understand how primary care providers use the AHRQ Medication for Opioid Use Disorder (MOUD) Playbook to implement and optimize treatment programs. The evaluation plan outlines our approach to collecting data from primary care facilities over a 15-month period (May 2026 through July 2027). Findings will inform improvements to the Playbook's content and usability to support broader adoption.

Inclusion Criteria

We will select 16 primary care practices, including 12 primary sites and 4 backups (to account for attrition). A maximum of 9 non-federal sites and 3 Indian Health Centers will be selected through a two-step screening process. We are targeting practices that are actively implementing or planning to implement MOUD treatment and express willingness to use the MOUD Playbook as a guide. In addition to private primary and IHS practices, Community health centers (including FQHCs), Certified Community Behavioral Health Clinics (CCBHCs), and academic training programs may be eligible to participate in the evaluation, as long as they intend to use the MOUD Playbook in the primary care component of their practice.

The primary goal is the selection of practices stratified based on their experience with MOUD implementation—beginner (no prior MOUD experience or began providing MOUD within the past six months), intermediate (providing MOUD for at least six months but less than two years, with possible behavioral health services), or advanced (implementing MOUD for at least 2 years, with supportive behavioral health services)—to explore how these factors affect Playbook adoption and MOUD integration. Our secondary goal is to select a diverse group of practices that vary in size and other characteristics, such as funding sources, geographic location, and rurality. A monetary incentive (\$5,000) will be offered to all selected non-federal practices to encourage participation and retention.

Data Collection

We will collect data from all 12 primary care practices at three timepoints. Primary data collection will consist of program-level qualitative data gathered through key informant interviews (KIIs). We will conduct data collection virtually for all practices and through in-person site visits for a subset of three practices (for the second data collection point only). The specific interview topics/questions will be selected from the question bank and modified based on the practice's stage of MOUD implementation, the timing of the visit, and the type of respondent. Respondents will be selected from the following key categories: Providers, Practice Administrators/Leadership, and Support Staff.

Data Analysis and Reporting

The evaluation of the MOUD Playbook will use a primarily qualitative approach to assess implementation, utilization, and outcomes. Westat will produce an evaluation report, with recommended improvements to the Playbook's content and design based on the study findings. Collected data will be aggregated, and participating practices will remain anonymous in all reporting.

Contact Information

To ask questions or convey interest in participating in the AHRQ MOUD Playbook Evaluation, please contact the Evaluation Coordinator, Matt Reasor, at MattReasor@westat.com, at the earliest convenience and no later than **June 5, 2026**. Screening and enrollment into the study will be conducted on a rolling basis and will begin in May.