

AD Summit Workshop:

101: “STARTING FROM SCRATCH: BUILDING A FICTIONAL AD PROGRAM”

FRIDAY, JUNE 23, 2023 | 1:45 P.M. – 3:15 P.M. EST

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Your Facilitators:



Jerry Avorn, MD

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Bevin K. Amira

*Deputy Director
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WELCOME



Agenda:

1:45 p.m. – 2:00 p.m. Kick-off and Level Setting on Academic Detailing

2:00 p.m. – 2:05 p.m. Overview of Breakouts to Build Your Program

2:05 p.m. – 2:30 p.m. Breakouts and Program Creation!

2:30 p.m. – 3:10 p.m. Report Out & Challenges from Jerry!

(4 groups total; each get 5-7 min to present, with 2-3 minutes of reflection from Jerry)

3:10 p.m. – 3:15 p.m. Wrap-up & Thank you

Alosa Health

- **Nonprofit** organization that is a national leader in developing programs that provide health care professionals with **unbiased, non-commercial information** on the best ways to manage clinical problems



- Established in 2004, we provide educational outreach services – “**academic detailing**” – that offer the latest information from the medical literature to help improve patient outcomes



NaRCAD: National Resource Center for Academic Detailing



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GLOBAL LEADERS IN CLINICAL OUTREACH EDUCATION

Training & technical assistance to help clinicians provide better patient care.

WE'RE CHANGING CARE, ONE VISIT AT A TIME.

Picture a busy clinician who's practicing at this very moment.



What's the on the mind of that clinician right now?

Most clinicians' lives would be easier...



...if they had [_____].

THE GOAL OF ACADEMIC DETAILING

What the
evidence
says.

What's
happening
in practice.



THE NUTS & BOLTS OF AD:



It's interactive, educational outreach:

- 1:1 visits in the frontline clinician's office
- Individualized needs assessment
- Using educational "Detailing Aids"
- Communicates the best evidence

Information is provided interactively to:

- Understand the clinician's knowledge, attitudes, behavior
- Keep the practitioner engaged while continuing to assess needs
- Encourage behavior change via action-based key messages



- **The visit ends with an agreed upon commitment to specific practice changes**
- **Detailers stay in contact to support clinicians in adopting new approaches**
- **Over time, the relationship is strengthened, based on trust and service**

WHY “AD”?

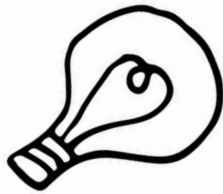
- ✓ **High quality evidence in easy-to-absorb format**
 - ✓ **Realistic, practical, and usable resources & tools**
 - ✓ **Builds trusting relationships with expert detailers**
 - ✓ **Provides support in a stressful profession**
-
- ✓ **Ability to reignite clinicians’ passion for care**
 - ✓ **Personalized engagement through 1:1 visits**
 - ✓ **Can provide long term service over many visits**
 - ✓ **Can have an impact on clinical team morale**

BUILDING A STRONG AD PROGRAM

- **What's the gap in clinical care?** *(How do you know?)*
- **What's the intervention goal(s)?**
(What's the change you want clinicians to make?)
- **Recruiting & training detailers** *(Who? How?)*
- **1:1 visits** *(To whom? How many? How long?)*
- **Tracking data + evaluating your program**
- **Building capacity & sustainability**



Intro to breakout activity



NAME OF PROJECT:

(Consider acronym!)

*(BONUS: Only if you have time: Any ideas for what a **logo** might look like?)

<p>Planning:</p> <ol style="list-style-type: none"> 1. What's the clinical problem? 2. How will you assess the scope of the problem? (E.G., what data will you collect? From <u>where?</u> What does it say?) 3. What population is affected? (<u>be</u> as specific as possible. Age, race, gender, location, setting...) 	<ol style="list-style-type: none"> 1. TOPIC & PROBLEM: 2. ASSESSED WITH: 3. PATIENT POPULATION:
<p>Target Audience/Change Sought:</p> <ol style="list-style-type: none"> 1. Who are the target clinicians? (e.g. <u>primary</u> care, specialty, etc.) 2. Where are they? (<u>rural?</u> Urban? State?) 3. What do you want them to change? (BE SPECIFIC!) 	<ol style="list-style-type: none"> 1. TARGET CLINICIAN POPULATION: 2. WHERE? 3. CHANGES SOUGHT:

Intervention/Campaign Content:

1. How will you guide them in making the change(s)?

- *What key messages will you deliver?*
- *What materials will you show them?*
- *Will there be any complementary interventions?*

1. HOW WILL YOU CHANGE THEIR BEHAVIOR?

- Key messages:
- Materials to support them:
- Any other interventions happening?
- Anything else you want to add?

Evaluation and Assessment:

1. How will you know that your intervention worked?

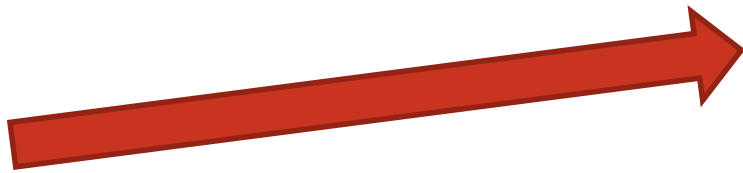
(consider measuring: attitudes, knowledge increase, process changes, alterations in use of treatment, patient changes, sources of data)

1. HOW WE'LL PROVE WE SUCCEEDED:

-
-
-
-

You'll have 25 minutes to plan and 5-7 minutes to present!

✓ Download the worksheet link in the chat box



✓ Introduce yourselves and then choose a scribe to share screen and collect everyone's ideas

✓ Choose 1-2 presenters to share during the report out!

See you @ 2:30!





- *7 minute report-outs per group*
- *3-5 minutes of reflection/challenge*

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alosahealth.org



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**THANKS FOR
ATTENDING**