

# HOW TO TELL THE STORY OF PROGRAM IMPACT

## Showcasing Successful Academic Detailing Evaluation: Practicing with HIV PrEP Case Studies

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### CASE STUDY #1

- Your team is planning to start an AD intervention to increase PrEP prescribing in your jurisdiction.
- Your supervisor tells you that you need to complete an evaluation of your intervention and present the findings to the Leadership Committee once the project is complete.
- You're put in charge of managing the evaluation process and want to get started on evaluation planning right away.

### CASE STUDY #2

- Your team successfully completed your first AD intervention and increased PrEP prescriptions in your jurisdiction by 5%, but the increase in PrEP prescriptions happened unevenly across different parts of the jurisdiction.
- The Leadership Committee decides that they'd like your team to implement another AD intervention that focuses on improving clinician stigma related to HIV prevention and care.
- You're once again in charge of managing the evaluation process - knowing how helpful it was to start planning for your evaluation early, you decide to take that approach again.

### BIG PICTURE QUESTIONS TO ASK DURING YOUR EVALUATION

- **Number of clinicians reached in a geographical area.**
- **Knowledge of resources in the area/**
- **Social determinants**
- **Where can they refer out to?**
- **Is there openness of discussion?**
  - e.g., *knowledge gap, potential bias, stigma, etc.*
- **Can they share stats on consistency of care?**
  - e.g., *scheduled visits, no gaps in medication therapy, etc.*
- **Understanding the prework required – what's your area?**
- **What's your goal?**
- **What follow-up questions might arise?**
- **Where is the gap?**
  - e.g., *education, taking sexual health history, etc.*
- **Are appointments decreasing stigma/shame/embarrassment/barriers to patient interaction?**

## EXAMPLES OF SPECIFIC QUESTIONS TO ASK DURING YOUR EVALUATION

- **Understanding of demographic for HIV PrEP**
- **Is PrEP already being prescribed?**
- **Number of prescriptions before and after visits?**
- **How often is screening happening for those eligible for PrEP?**
  - *e.g., yearly sexual health screening for all individuals*
- **Do clinicians understand definitions which contribute to sexual health and how to ask accessible questions?**
- **Are labs (titers) being ordered when indicated?**
- **Can we access Current Procedural Terminology (CPT) codes?**
  - *e.g., charging for it, diagnosis codes, etc.*