



**STRATEGIC DATA COLLECTION AND TRACKING:
BEST PRACTICES FOR PROGRAM SUSTAINABILITY**

Friday, May 22nd, 2020, 11:00 A.M. – 12:15 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [**DoPE**]
Brigham and Women's Hospital | Harvard Medical School



Today's Webinar Facilitators:

Mike Fischer, MD, MS, Director, NaRCAD

Bevin Shagoury, Communications & Education Director, NaRCAD



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Webinar Goals:

- ✓ New offering: **Opioid AD Discussion Forum**
- ✓ Level-setting on today's content
- ✓ Looking at local data and data quality
- ✓ Carefully defining your outcomes
- ✓ How to use local data to set goals
- ✓ Discussion/Q+A Session

Community Discussion Forum

JUST LAUNCHED





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NEW TOPIC

News ³

Community News & Announcements

3 3

E-Detailing Community of Practice
5 days ago by Anna Morgan, RN, BSN,...



General Discussion ⁴

A discussion forum for all things academic detailing.

AD for Opioid Safety, AD for HIV/AIDS

5 5

HIV Prevention AD Programs
6 days ago by National Resource Cent...



Community of Practice - E-Detailing ²

"E-Detailing for Clinician Engagement: Virtual Connections for Clinical Change",
COVID-19

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Provider Reception to E-Detailing
17 hours ago by National Resource Ce...





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← AD for Opioid Safety



NEW TOPIC

Topics

Latest New Top



Opioid Safety AD Programs

There has been a rapid increase in opioid-related AD in the past few years, and a multitude of approaches to addressing the overdose crisis. Let us...

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Started by National Resource Center for Academic Detailing in AD for Opioid Safety

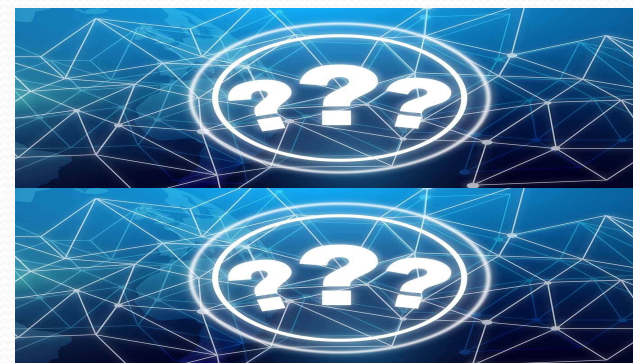
Today's content: level-setting

- Examples will focus on **CDC OD2A recipients** and others **working on opioids**
- Clinical topic is translatable to many other areas; **data and tracking is critical for all programs**
- Relevant for those thinking about planning evaluation, which we'll discuss in **future webinars**
- We'll share a planning tool to begin putting content into practice, and our **discussion forum** is a great place to share peer-to-peer content and strategies



Looking at data quality

- Consider all the potential sources of data that might be available to you
- How do we know if data is quality data?
- When assessing a possible data source:
 - Consider the primary purpose for the data collected
 - Purpose will drive which elements are recorded rigorously (or not)
 - Sharing some examples



National vs. local data

- Consider cost and accessibility of different data sources
- Determine what level of data you need
- CDC has tremendous resources, but national data may be better suited to cross-state comparisons than specific intervention assessment
- Even state-level data can be too heterogeneous for a local intervention

Consider and investigate:

- What do your existing local data resources cost?
- What would it cost you to gather data yourself?



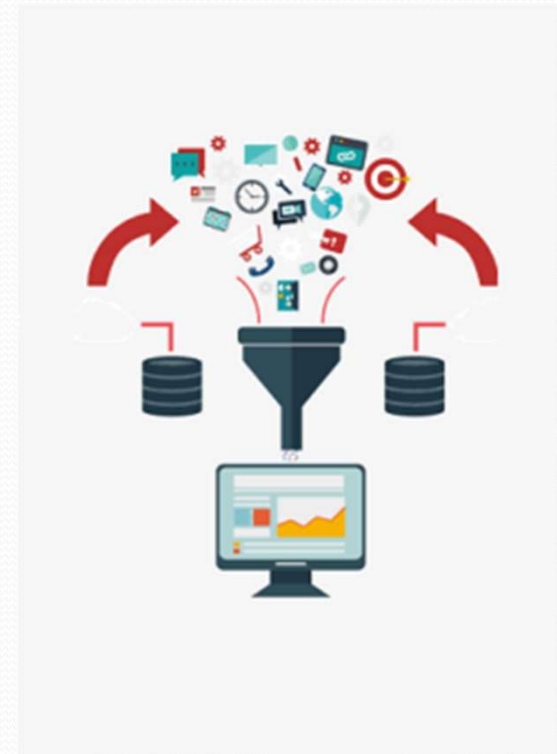
How is data collected?

- Ask rigorous questions!
- Use your preparation time to identify possible problems in your potential data sources
- **Ask:**
 - What kind of problems might there be in data collection that would skew your analyses?
 - How would you identify those problems?
 - Some examples of problems in collection that impact analysis



Carefully defining outcomes

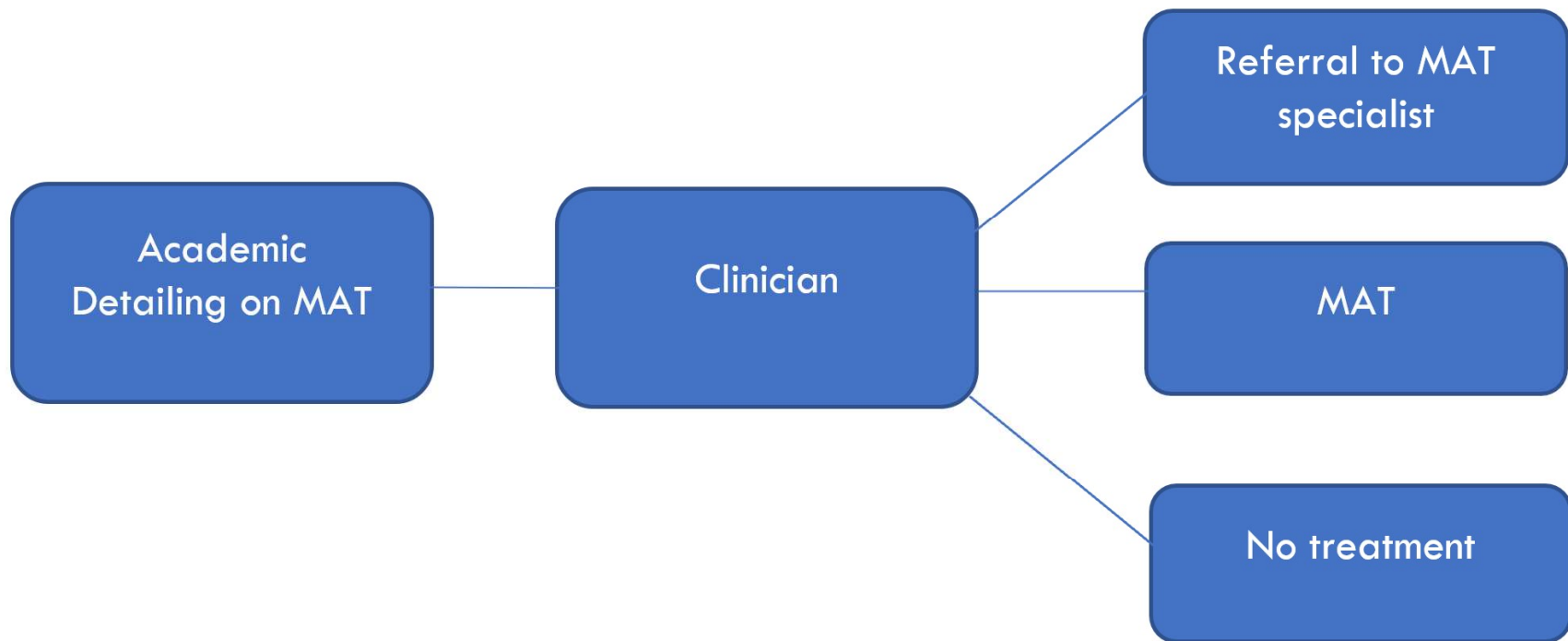
- Outcomes should be based on available data and data quality
- Recognize that not every beneficial outcome can be easily quantified
- Consider when proxy outcomes are reasonable
- **Make sure you're being realistic:**
 - Define outcomes that you **CAN** measure accurately
 - Don't define outcomes you **wish** you had data to assess

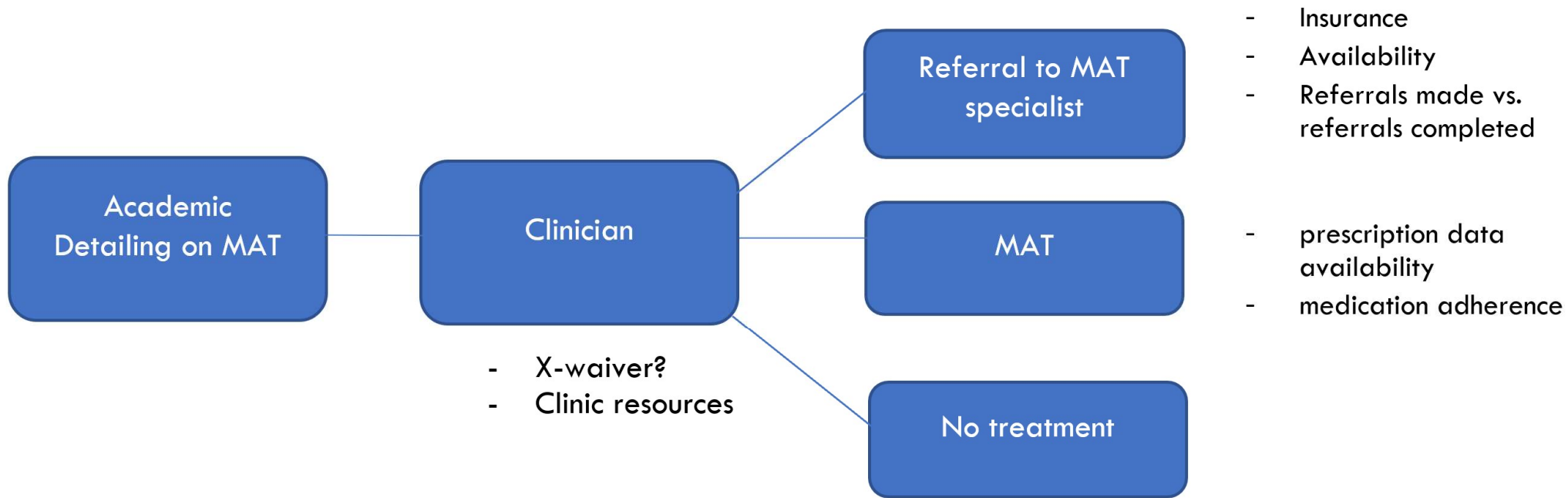


Is this outcome something your intervention targets?

- Make sure the outcome you're measuring is clearly related to the intervention you're conducting!
- Opioid-related issues are varied and complex
 - **OUD**
 - **Pain management**
 - **Dual diagnosis**
- Interventions likely address some of these elements
 - Few interventions address all of them
- Without planning and forethought, you risk:
 - Putting effort and resources into measuring an outcome that you can't control/change







Academic
Detailing on MAT

Clinician

Referral to MAT
specialist

MAT

No treatment

- X-waiver?
- Clinic resources

- Insurance
- Availability
- Referrals made vs. referrals completed

- prescription data availability
- medication adherence

Thinking ahead to evaluation

- Plan **ahead** for as robust an evaluation as possible within your resources
- Planning evaluation later in the process much more difficult
- Some programs say they don't have enough funding to do evaluation; we'd argue that you won't have enough funding in the future if you don't do evaluation
- We'll dive into this in more detail on a future webinar in this series





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INTERVENTION TOOLKIT:

Best Practices in Academic Detailing for Opioid Safety

Shareable resources to build your Academic Detailing program.

[JOIN THE DISCUSSION](#)

Interact with others in the academic detailing community from around the world.

Materials Library: Resources

Program Planning & Evaluation - Materials & Examples:

- [Planning An Evaluation of an Academic Detailing Intervention: Guide | NaRCAD](#)
- **Form: Planning & Tracking Your Visits:** [Form for Logging Practice Visits and Follow-Up](#)
- **Form: Tracking Data:** [Overall Tracking List Sheet & Detailing Visit Targets](#)
- **Form: Provider Evaluation of A Visit:** [Post-Detailing Session Evaluation Form](#)
- [Evaluation Summary Report](#) | *Idaho Department of Health and Welfare's "AD Outreach Summary"*
- [Special Blog on Prioritizing Evaluation:](#) *The National Academic Detailing Service's Opioid Overdose Education & Naloxone Distribution (OEND) Program*
- [Presentation: Pragmatic Program Evaluation](#) | *NaRCAD Workshop Presentation Deck by Niteesh Choudhry, MD, PhD & Melissa Christopher, PharmD*
- Provider HIV Prevention [Pre-Survey](#) & [Post-Survey](#) | Colorado Department of Public Health & Environment
- CDC [Overdose Prevention Evaluation](#) Profile for Academic Detailing |



ASSESSMENT GUIDE: Planning An Evaluation of an Academic Detailing Intervention

Area	Notes, Ideas, & Tools
<p>1. Intervention Planning: Identify the gap in care (Patient-specific) Choose specific clinical foci <i>Include:</i></p> <ul style="list-style-type: none"> • A description of the AD topic area(s) • Process used for determining those areas • Stakeholders involved • Needs assessment • Evidence review • Identification of detailers • Development/adaptation of materials • Curriculum used • Selection of key change messages • Training process 	
<p>2. Target Audience (Clinicians):</p> <ul style="list-style-type: none"> • Location/geography for intervention • Type(s) of practice (primary care, specialty, etc.) • Goal number of clinicians to receive detailing; overall and by specialty • Identification of barriers to accessing clinicians • Review of other local interventions or resources, including potentially complementary or competing 	

3. Visit Tracking Metrics:

Potential Indicators:

- Type of visit (individual, small group/team; initial visit vs. return visit)
- # of outreach visits completed; % of targeted clinicians reached
- # of minutes spent per visit in direct AD
- Key message delivery (yes/no for each message)
- Closing: Did summary/closing occur; perceived commitment to change
- Follow-up metrics (# of visits that had follow-up scheduled; format of follow-up, etc.)

4. Outcome Metrics:

Potential Indicators:

- Attitudes (via survey)
- self-reported increase in knowledge
- Change in process of care:; alteration in use of targeted test or treatment (e.g. screening, referrals, prescribing); may be increase or decrease depending on intervention focus
- Satisfaction of providers who received detailing visits
- Change in patient outcomes for targeted condition; feasibility will depend on availability of relevant data and anticipate time frame for changes in outcomes



Please type your questions into the Zoom Q + A box!

We'll try to get to all of your questions, and we'll post those we can't get to on our **Opioid Discussion Forum thread.**



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