

VA



U.S. Department
of Veterans Affairs

Reinvigorating Detailers: Enhancing AD Skills & Lifting Morale

Sarah J. Popish, Pharm.D., BCPP

National Clinical Program Manager

*US Veterans Health Administration (VHA) Pharmacy Benefits
Management (PBM) Academic Detailing Services (ADS)*

Disclosures

- The author has no relevant financial or nonfinancial relationships to disclose. During the development, analysis, and preparation of this presentation, the author was an employee of the U.S. Veterans Health Administration, Department of Veterans Affairs.
- The views and opinions expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of any agency of the U.S. government.

VHA Academic Detailing: A Multifaceted Approach



~74 full time
equivalents



Stakeholder
engagement



Campaign
socialization



Identify barriers



Develop process
improvement
strategies



Engage patients

National PBM Academic Detailing Services (ADS)



Training:

Standardized to assist academic detailers in conducting their outreach visits



Educational Materials:

Created for both clinicians and patients



Data Tools:

Suite of tools designed for audit/feedback and to assist in identifying high risk patients



Workload Recording:

Software to document topics covered, time spent, # of providers/visits, etc.



Evaluation:

Evaluation of workload and outcomes

ADS strives to enhance job satisfaction and reduce burnout amongst academic detailers.

VA



U.S. Department
of Veterans Affairs

Detailer's Reported Experience

Overall, VHA academic detailers:



- Rate their overall experience as **3.8 out of 5 stars**.
- *Burnout and Retention Survey* identified:

~86% of Academic Detailers are experiencing Moderate-High levels of burnout.

1. Traynor, K. Pharmacists examine risks, remedies for burnout. <https://www.ashp.org/news/2019/01/30/pharmacists-examine-risks-remedies-for-burnout> (accessed 2023, May).

2. Aryankhesal A, Mohammadibakhsh R, Hamidi Y, Alidoost S, Behzadifar M, Sohrabi R, Farhadi Z. Interventions on reducing burnout in physicians and nurses: A systematic review. *Med J Islam Repub Iran.* 2019 Jul 31;33:77. doi: 10.34171/mjiri.33.77. PMID: 31696071; PMCID: PMC6825380.

Literature suggests the following for reducing burnout & improving job satisfaction:

- **Continuing education**
- **Professional development**
- **Mentorship**
- **Collaboration**
- **Recognition of accomplishment.**^{1,2}

ADS identified a potential opportunity to enhance training offerings to increase detailers' comfort with detailing.

1. Traynor, K. Pharmacists examine risks, remedies for burnout. <https://www.ashp.org/news/2019/01/30/pharmacists-examine-risks-remedies-for-burnout> (accessed 2023, May).

2. Aryankhesal A, Mohammadibakhsh R, Hamidi Y, Alidoost S, Behzadifar M, Sohrabi R, Farhadi Z. Interventions on reducing burnout in physicians and nurses: A systematic review. Med J Islam Repub Iran. 2019 Jul 31;33:77. doi: 10.34171/mjiri.33.77. PMID: 31696071; PMCID: PMC6825380.

Strategies Deployed to Enhance Training



Bringing Back the JEDI
(Joint Education Detailing
Instructors)



**Clinical Quality/Process
Improvement Skills
Training**



**Communication with
Leadership Bootcamp**

Relaunching the JEDI Program

Background

- **2018: 11 JEDIs trained** and utilized
- Assisted with **at least 1 basic or advanced skills training**
 - Facilitated practice sessions
 - Provided limited didactic presentations

Relaunch Goals

- **Increase knowledge/skills** of JEDIs
- Increase **capacity to train** detailers
- Increase detailer **sense of community** by providing **peer-to-peer mentorship/coaching**, increased **networking**, and sharing of **best practices**
- **Engage/retain** our **top detailers**

JEDI Class

- **10 VHA Detailers** across the country selected to become JEDI's
- **4 “master JEDIs”** also included from original JEDI class
- **2-year commitment** requested to participate in the program
- **Selection based on:** detailing full-time equivalency, years of service, training history, and number of academic detailing visits

- *Maria Brown, San Diego*
- *Kelly Kang, Baltimore*
- *Christy Taylor, Louisville*
- *Alexis Pruitt, Dublin*
- *Jen Gray, Hampton*
- *Cassidy Pfaff, Oklahoma City*
- *Joy Chai, Martinsburg*

- *Bridget Roop, Birmingham*
- *Anishka Walker, Augusta*
- *Heather Tanner, Columbia*
- *Abby Atherton, Montana*
- *Amanda McQuillan, Pittsburgh*
- *Kim Schnacky, Orlando*
- *Corey McLain, Wichita*



JEDI Fiscal Year 23 Progress

JEDI monthly meetings

- Upskilling and planning for field support

Accelerated LEAP Workshop

In-person upskilling conference March 2023

Started monthly “AD Chit Chat” calls

Increased collaboration utilizing AD Teams Channels

Facilitating National Trainings

- Involved in all contractor-led trainings
 - Detailer evaluation and offering VA perspective
 - Presenting to Leadership Bootcamp
 - Basic Skills and Advanced Skills virtual trainings
- ADS led Advanced Skills training on pharmacogenomics

Academic Detailing “Chit Chat” Call

- Goal: Provide an **open forum** for detailers of all experience levels that allows for **collaboration** and **sharing of successful strategies** for the **enrichment of the AD community**
 - An efficient way to provide peer-to-peer mentorship
 - A safe place for detailers to ask questions and seek guidance

Facility buy-in
and
integration

Preparing for
a campaign

Managing
barriers

Staying
organized

Tips for
recording
work

Being a
service not a
burden

JEDI Experience



- JEDI experience rated as **4.93 out of 5 stars**
- **All would recommend** the JEDI program to other detailers
- What they like most about being a JEDI:
 - **Sense of community that uplifts fellow detailers**
 - **Collaboration and building relationships**
 - **Learning new skills and fine tuning of their AD and Motivational Interviewing skills**
 - **Mentoring new detailers, JEDIs, and clinical pharmacy practitioners**

JEDI Benefits – Reducing Burnout/Increasing Satisfaction

“Being a part of the JEDI program literally saved me in this job...”

“... Less than a year of being in the JEDI program, I have so much more excitement for AD. First: ‘you don’t know what you don’t know’, and collaborating with other academic detailers at the top of their game gave me a different perspective to approach a number of issues facing academic detailers...”

JEDI Benefits – Reducing Burnout/Increasing Satisfaction

“Being a part of the JEDI program has been **extremely beneficial for me** as a detailer but also as a program manager.

I can see that the detailers on my team who are a part of this program seem **reinvigorated and excited about detailing**. This program allows for the best to learn from the best and it is inspiring!”

“The JEDI program has been **instrumental in my development** as a new Academic Detailer. This community has a balanced representation from VISNs across the nation.

I have used the expertise in this group to brainstorm solutions for daily challenges and am proud that we are **able to disseminate the solutions to other detailers across the nation.**”

Increasing Competence on Process/Quality Improvement Strategies

- **Learn Engage Act Process (LEAP) Pilot**
 - **Goal:** improve quality improvement/process improvement skills of academic detailers
 - Three 2-hour “boot camps” spaced out over 4 months with assignments in between
 - Trained the JEDI class

LEAP = The Learn. Engage. Act. Process. LEAP is a hands-on learning program designed to engage frontline teams in quality improvement (QI) and develop projects that fit the needs of their facilities. LEAP is funded by the VA Quality Enhancement Research Initiative (QUERI) and LEAP program activities are considered quality improvement (i.e., non-research).

Workshop Feedback

- Participants reported they could apply the knowledge and skills to improve their job performance.
- 77% of participants agreed or strongly agreed:
 - They were satisfied with the learning activities
 - Would recommend this training course to others
- Desire for follow-up training to go deeper into process improvement tools
- Currently working with our LEAP partners to refine the training
 - Interviewing detailers to determine needs
 - Developing new program structure to address these needs

I feel comfortable using the LEAP materials and methods to help guide improvements.

[More Details](#)

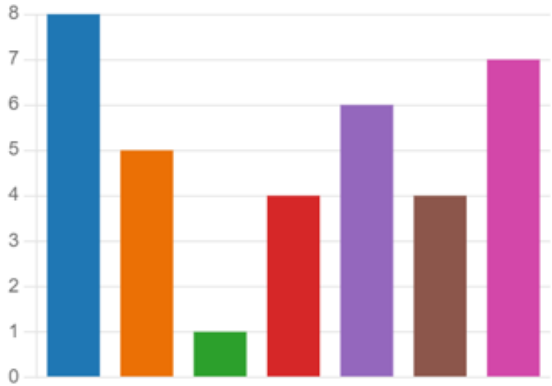
● Strongly disagree	0
● Disagree	1
● Neither disagree nor agree	1
● Agree	6
● Strongly agree	2



2. Which specific QI tools from the workshop do you plan to use in your detailing practice? (Select all that apply)

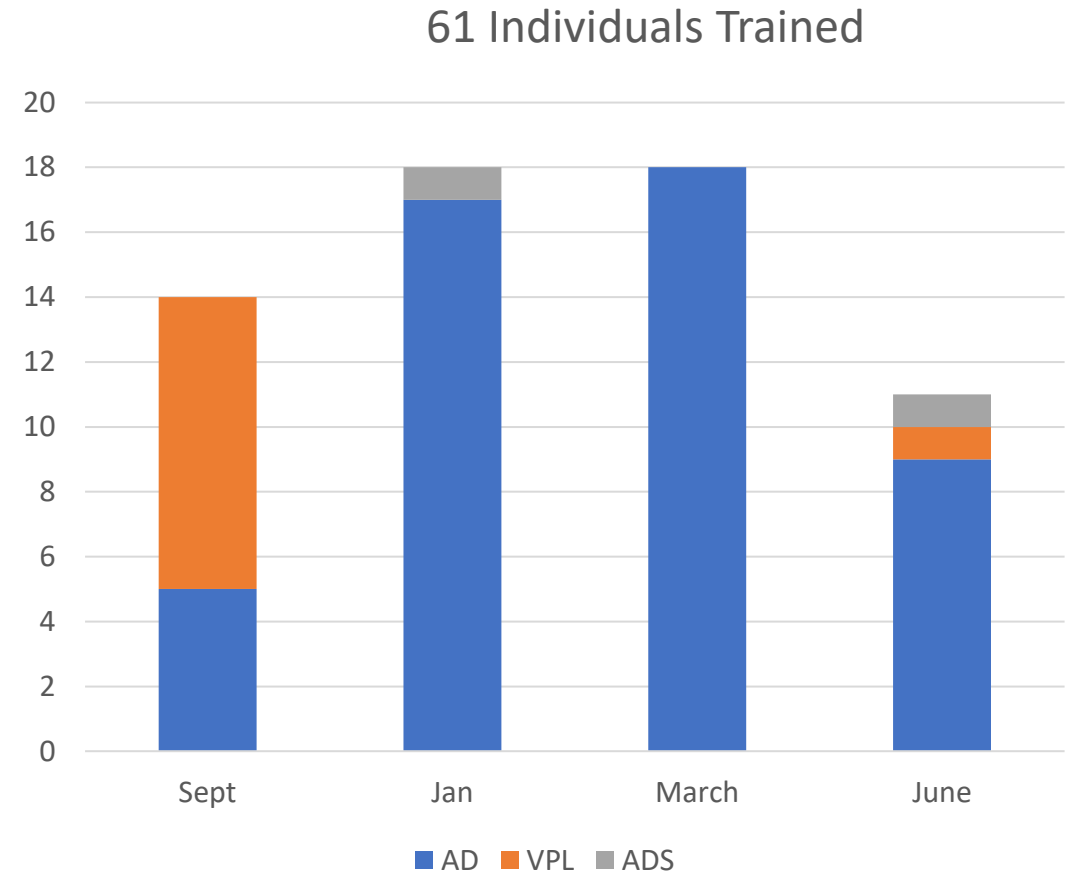
[More Details](#)

● Affinity Diagram	8
● Prioritization Matrix (Matrix Dia...	5
● Customer Analysis	1
● Fishbone Diagram	4
● Process Map	6
● Data Collection Plan	4
● Run Chart	7



Communication with Leadership Bootcamp

- In conjunction with Alosa Health, ADS developed a five-hour virtual boot camp to enhance:
 - Academic detailers' ability to communicate with leadership
 - Provide succinct, effective presentations to key stakeholders.
- After training was modified:
 - All agreed or strongly agreed
 - Bootcamp was of practical value for their jobs
 - Group discussion were profitable
 - Majority (96%) were Likely or Very Likely to:
 - Recommend this course
 - Use the skills and knowledge gained in course

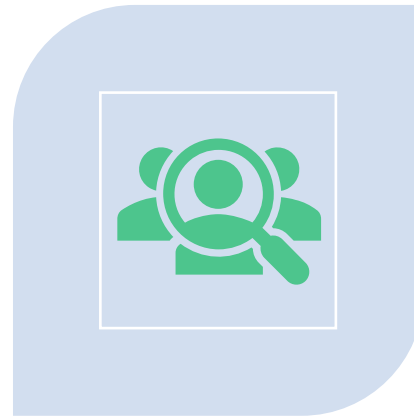


AD = Academic Detailer; VPL = VISN Program Lead; ADS = Academic Detailing Service

Summary



Training innovations have been well received



ADS will continue to explore ways to incorporate quality/process improvement training



The JEDIs feel reinvigorated and enjoy building the VHA academic detailing community