



The 4th International Conference on Academic Detailing Innovations in Clinical Outreach Education

November 14 & 15, 2016

The Joseph B. Martin Center at Harvard Medical School

**77 Avenue Louis Pasteur
Boston, Massachusetts**

NaRCAD & the Academic Detailing Conference Series are supported by the Agency for Healthcare Research Quality. NaRCAD is a program of the Division of Pharmacoepidemiology & Pharmacoeconomics [DoPE], Brigham & Women's Hospital, & Harvard Medical School



#NaRCAD2016
narcad.org

Welcome to #NaRCAD2016 Innovations in Clinical Outreach Education

A Letter from Our Directors



Welcome to the 4th International Conference on Academic Detailing—we thank you for being here! During the past year, we've seen amazing innovations from our partner organizations, formed exciting new collaborations, and identified opportunities for AD to be adopted even more widely.

This year's conference will highlight successful AD programs from around the United States and the world. We hope that the inspiration you receive and connections you make here will motivate your own work on improving the quality of care and patient outcomes.

For the first time this year, the majority of the conference agenda consists of submissions from our partners. We hope their presentations will inspire you to connect with NaRCAD to learn how to implement your ideas. Whether you need support on training, program planning, materials development, or evaluation, NaRCAD stands ready to work with you.

We look forward to your contributions. As part of our community, we hope you'll share your insights by joining us on social media, and staying connected to our network.

Handwritten signature of Michael Fischer in black ink.

Michael Fischer, MD, MS, NaRCAD Director

Handwritten signature of Jerry Avorn in black ink.

Jerry Avorn, MD, NaRCAD Co-Director

Conference Agenda At-a-Glance

#NaRCAD2016: Innovations in Clinical Outreach Education

Day 1 Monday, November 14th

- 8:30 AM Breakfast & Networking**
- 9:00 AM Welcome**
Mike Fischer, MD, MS, Director, NaRCAD
- 9:30 AM Keynote Talk: "The US Preventive Services Task Force & Improving Prevention in Primary Care"**
Ann Kurth, PhD, CNM, MPH, FAAN
Dean & Linda Koch Lorimer Professor
Yale University School of Nursing
- 10:15 AM Morning Break**
- 10:30 AM Engaging Medical Specialists in AD: From Topic Development to Delivery**
Expert Panel
- 12:00 PM Lunch**
- 1:00 PM Breakout Sessions: "AD in Action"**
AD 101: Deconstructing an AD Visit
"It's All in the Detailer": A Team-Building Perspective
Building Strategic Partnerships: Increasing Access & Impact
- 2:30 PM Afternoon Coffee & Networking Break**
- 3:00 PM "Tobacco Treatment for People with Serious Mental Illness - A Collaboration with NaRCAD"**
Presentation: Mass. Mental Health Center
- 3:45 PM "The biomedical information explosion, rising costs, & clinician burnout: How AD can help."**
Jerry Avorn, MD, Co-Director, NaRCAD
- 4:30 PM Day 1 Wrap-up**
Mike Fischer, MD, MS, Director, NaRCAD
- 5:00 PM Join us for our Evening Reception!**

Day 2 Tuesday, November 15th

- 8:30 AM Breakfast & Networking**
- 9:00 AM Reflections on Learning**
Mike Fischer, MD, MS, Director, NaRCAD
- 9:15 AM Keynote Talk: "Engaging Professional Societies in Improving the Quality of Care: A View from the ACP"**
Steven E. Weinberger, MD, MACP, FRCP
Executive Vice President & Chief Executive Officer,
American College of Physicians
- 10:00 AM Morning Break**
- 10:15 AM Academic Detailing & the Opioid Crisis**
Themed Plenary
Featuring Presentations from:
Long Beach, California Veterans Health Administration
University of New Mexico Health Sciences Center
Veterans Health Administration's National AD Service
- 12:00 PM Lunch**
- 12:45 PM Improving Outcomes Across a Global Healthcare Landscape**
Presentations from the Field
- 2:30 PM Afternoon Coffee & Networking Break**
- 3:00 PM Breakout Sessions: "Advanced Lessons in AD"**
Creating Clear Messaging from Complex Clinical Topics
Topic Workshop: Opioid Safety
Pragmatic Program Evaluation
- 4:30 PM Closing Remarks, Final Audience Q+A, & Staying Connected with NaRCAD**
The NaRCAD Home Team
- 5:00 PM Conference Adjournment**

DAY 1: MONDAY, NOVEMBER 14TH, 2016

Detailed Agenda & Session Descriptions

All main sessions will be held in the Rotunda with the exception of afternoon breakouts as noted
Presentation slides will be available at on our Conference Hub page at narcad.org after the conference

8:30 AM | **Breakfast & Networking**

9:00 AM | **OPENING REMARKS: Welcome to NaRCAD2016**
Michael Fischer, MD, MS, NaRCAD Director

9:30 AM | **KEYNOTE TALK:**
**“The US Preventive Services Task Force
& Improving Prevention in Primary Care”**
Ann Kurth, PhD, CNM, MPH, FAAN
Dean and Linda Koch Lorimer Professor, Yale University School of Nursing

10:15 AM | **Morning Break**

10:30 AM | **EXPERT PANEL:**
“Engaging Medical Specialists in AD: From Topic Development to Delivery”
Moderator: Amanda Kennedy, PharmD, BCPS
Panelists: Lynette Kosar, BSP, MSc, Cait O’Sullivan, BA, BScPh, PharmD,
& Sarah Ball, PharmD
This panel explores AD experts’ professional experience in collaborating with medical specialists when taking a clinical topic from evidence base to 1:1 delivery in the field. The session will review the advantages and challenges of consulting with specialists, such as recognizing the difference in perspectives between specialist and primary care clinicians. Panelists will share stories of success, balancing that with strategies to address barriers, including responding to specialists’ disagreements with messaging and materials. Opportunities for participants to share experiences will be woven throughout, with a final audience Q+A at the end of the panel.

12:00 PM | **Lunch**

1:00 PM | **BREAKOUT SESSIONS: “AD in Action”**
Choose from 3 Track Selections:

Breakout 1: Deconstructing the AD Visit

Amanda Kennedy, PharmD, BCPS, & Bevin K. Shagoury

What really happens during a 1:1 visit with a clinician? How do academic detailers prepare to make every visit count? Join this highly interactive session facilitated by members of the NaRCAD training team as they break down the key elements of a successful educational visit through small group exercises and problem-solving. This session will be especially beneficial for attendees preparing to work as clinical educators, or for those seeking new insights and skills refinement. A great introduction to the fundamentals of a visit, and ideal for those planning to complete a future NaRCAD AD techniques training.

Breakout 2: It's All in the Detailer: A Team-Building Perspective

Loren Regier, BA, BSP, Terry Naumann, BScPh, PharmD, & Jess Rogers

An effective clinical education program is only as strong as the team behind it. How do experts in the field stay connected amidst the challenges of diverse geographies, detailer isolation, and behavioral or clinical topic pushback from clinician audiences? Ideal for conference attendees who are initiating new programming and are interested in the cornerstones of creating and growing a successful team. Also important for those who are actively managing AD or related educational outreach programs and are seeking strategies to make their teams more effective.

Breakout 3: Building Strategic Partnerships: Increasing Access & Impact

Mindy Craig & Mike Fischer, MD, MS

AD programs do not work in a vacuum – success requires identifying ways in which AD can interact and be synergistic with other local initiatives. Making these connections requires carefully building collaborations with local partners. This session will focus on how to grow academic detailing programs by building strong relationships with various community stakeholders for sustainable impact.

2:30 PM Afternoon Break: Coffee & Networking

Enjoy an extended break to share what you've learned at your breakout session, relax, and connect with NaRCAD staff about your programming.

3:00 PM SPECIAL PRESENTATION: "Tobacco Treatment for People with Serious Mental Illness: A Collaboration with NaRCAD"

**Mark Viron, MD, Kathryn Zioto, MD, Gail Levine, MD
Massachusetts Mental Health Center**

People with serious mental illness (SMI) in the United States die, on average, 25 years earlier than the general population. Much of this excess mortality is driven by smoking, as nearly half of all deaths in people with SMI are due to tobacco-related medical conditions. Learn from the team at Mass Mental Health Center in Boston as they describe their collaboration with NaRCAD to increase tobacco cessation treatment for patients with SMI through direct outreach education with mental health clinicians. The MMHC team will share more about the need to address this issue, the development of their intervention, and their most current data and outcomes.

3:45 PM "The biomedical information explosion, rising costs, & clinician burnout: How academic detailing can help."

Data on the use of medications and other medical products and services are accumulating exponentially, rising costs are increasing the anxiety of patients and payors, and primary care clinicians are under growing pressure over both. While no panacea, academic detailing can do a great deal to address each of these evolving issues.

Jerry Avorn, MD, Co-Director of NaRCAD

4:30 PM Day 1 Closing Remarks

Michael Fischer, MD, MS, Director of NaRCAD

Please take a moment to fill out our Day 1 Evaluation form.

5:00 PM - Evening Networking Reception

6:00 PM *Join us just outside the Rotunda for hors d'oeuvres and drinks!*

DAY 2: TUESDAY, NOVEMBER 15TH, 2016

Detailed Agenda & Session Descriptions

All sessions will be held in the Rotunda with the exception of afternoon breakouts as noted
Presentation slides will be available on our Conference Hub page at narcad.org after the conference

8:30 AM | **Breakfast & Networking**

9:00 AM | **Reflections on Learning: Welcome to Day 2**
Michael Fischer, MD, MS, Director of NaRCAD

9:15 AM | **KEYNOTE TALK:**
“Engaging Professional Societies in Improving the Quality of Care: A View from the American College of Physicians”
Steven Weinberger, MD, MACP, FRCP
Associate Executive Vice President, Executive Vice President
Chief Executive Officer Emeritus
American College of Physicians

10:00 AM | **Morning Break**

10:15 AM | **THEMED PLENARY:**
“Academic Detailing & the Opioid Crisis”
Front-line clinicians play an integral role in addressing the current opioid epidemic in the United States. This special plenary will include presentations on innovative interventions currently being implemented, opening up discussion on the different clinical outreach education strategies for improving the safety of opioid use and the effectiveness of chronic pain management.

Moderator: Karen Lasser, MD, MPH

Featuring Presentations from:

- **James Rick, MD & Michael Ascari, PharmD, MHA**
Long Beach, California Veterans Health Administration
- **Robert Rhyne, MD, & Danelle Callan, MA**
University of New Mexico Health Sciences Center
- **Melissa Christopher, PharmD & Mark Bounthavong, MPH, PhD**
Veterans Health Administration’s National AD Service

12:00 PM | **Lunch**

12:45 PM | **FIELD PRESENTATIONS:**
“Improving Outcomes Across a Global Healthcare Landscape”
See following page for more detail on this collection of highlighted interventions.

#NaRCAD2016 Field Presentations:
“Improving Outcomes Across a Global Healthcare Landscape”
A rapid round of highlights from recent field interventions
Day 2 | 12:45 – 2:30 p.m.

- 12:45 – 12:50** **Field Presentations: The Importance of Sharing Best Practices**
Mike Fischer, MD, MS
- 12:50 – 1:00** **Presentation:** *“Implementation of an Integrated Approach to Safe Opioid Prescribing and Monitoring”*
Sameer V. Awsare, MD, FACP
The Permanente Medical Group, California
- 1:00 – 1:05** **Audience Q+A**
- 1:05 – 1:15** **Presentation:** *“Comparison of two methods of introduction to an academic detailing program: ADHD treatment among pediatric Medicaid patients.”*
Jacki Travers, PharmD
Pharmacy Management Consultants, Oklahoma City, Oklahoma
- 1:15 – 1:20** **Audience Q+A**
- 1:20 – 1:30** **Presentation:** *“The Impact of Live Webinar Educational Sessions on Pharmacists’ Learning: Pilot Project in Optimizing Proton-Pump Inhibitor Use in Primary Care.”*
Shirley Yeung, BSc (Pharm), ACPR, MSc Public Health
BC Provincial Academic Detailing Service, Vancouver, BC, Canada
- 1:30 – 1:35** **Audience Q+A**
- 1:35 – 1:45** **Presentation:** *“The Impact on Academic Detailing of a Drug Therapy Point of Care Tool/Resource (RxFiles Drug Charts)”*
Brent Jensen, BSP
RxFiles Academic Detailing Program, Saskatoon, SK, Canada
- 1:45 – 1:50** **Audience Q+A**
- 1:50 – 2:10** **Presentation:** *“AD in Norway: Wiser Use of NSAIDs & Antibiotics”*
Harald Christian Langaas, MPharm, MPH
Department for Clinical Pharmacology and the Regional Medicines Information and Pharmacovigilance Center (RELIS), St. Olav’s Hospital, Trondheim, Norway
- 2:10 – 2:15** **Audience Q+A**
- 2:15 – 2:25** **Continued Dialogue: Audience Q+A for all presenters**
- 2:25 – 2:30** **Field Presentation Opportunities for 2017**
Brief review of the process for submitting presentation proposals, with a look ahead to 2017. NaRCAD encourages you to meet & chat with the 2016 Field Presenters during the upcoming afternoon coffee break!

DAY 2: TUESDAY, NOVEMBER 15TH, 2016

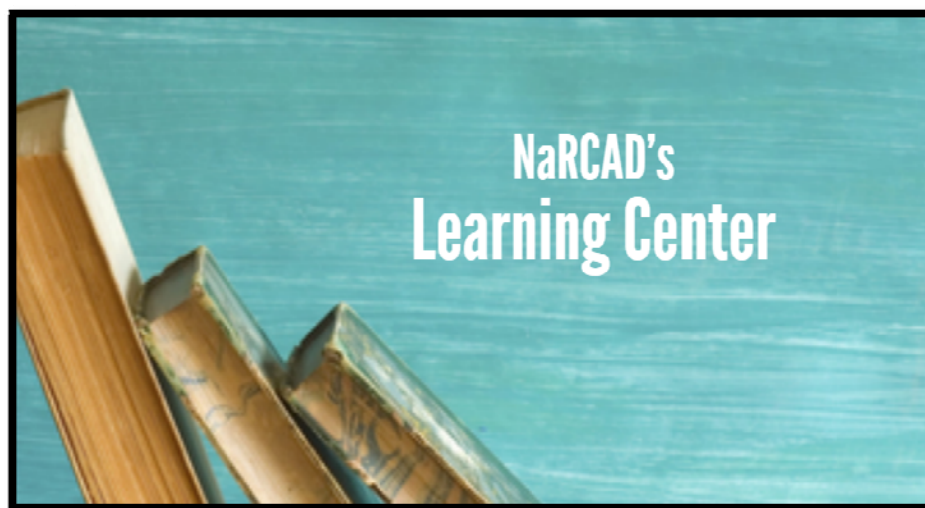
Detailed Agenda & Session Descriptions, Continued

- 2:30 PM** **Afternoon Break: Coffee & Networking**
Enjoy an extended coffee break to connect with speakers from the Field Presentation session, prepare for your afternoon breakout session, relax, and connect with NaRCAD staff about your programming.
- 3:00 PM** **BREAKOUT SESSIONS: “Advanced Lessons in AD”**
Choose from 3 Track Selections:
- Breakout 1: Creating Clear Messaging from Complex Clinical Topics**
Lynette Kosar, BSP, MSc, Brenda Schuster, BSP, ACPR, PharmD, FCSHP
An academic detailing topic can be complex for a variety of reasons, including the quantity and quality of the evidence, the number of treatment choices, or healthcare system issues that contribute to gaps in practice. This session will help participants to understand and address the challenge of creating clear, evidence-based messaging. Participants will work with a complex topic, actively strategizing ways to translate clinical information into dynamic, engaging, and effective content.
- Breakout 2: Topic Workshop: Opioid Safety in Diverse Settings**
**Robert Rhyne, MD, Danelle Callan, MA, Alisha Herrick, MPH, CHES
James Rick, MD, Priyanka Randeria, MHA, MPH**
Building upon the foundation laid by the Themed Plenary, “Academic Detailing & the Opioid Crisis”, this workshop features two of this morning’s plenary teams as they encourage attendees to problem-solve strategies to address systemic challenges to improve opioid safety. Ideal for attendees looking to examine ways to address programmatic, geographic, and behavioral challenges to similar opioid-directed interventions, and who want to take away practical strategies that can be applied to programs addressing behavior change around related topics in prescribing and chronic disease management.
- Breakout 3: Pragmatic Program Evaluation**
Niteesh Choudhry, MD, PhD & Melissa Christopher, PharmD
The evidence base for AD is well-established, from Jerry Avorn’s original randomized trials through recent systematic reviews of the many follow-on studies. But for AD programs, like other quality improvement interventions, there is also the need to assess ongoing impact with a well-designed evaluation process. This session will provide participants with both the principles of rigorous evaluation as well as specific, applied case studies. A highly relevant session for AD practitioners or managers seeking to monitor and improve their programs; payers and policymakers overseeing outreach education initiatives; and researchers planning studies of AD.
- 4:30 PM** **Closing Remarks, Final Audience Q+A, & Staying Connected with NaRCAD**
The NaRCAD Home Team
To wrap up Day 2, members of NaRCAD’s home team will field questions, share virtual resources, and discuss the momentum in the field as we head into 2017.
- 5:00 PM** **Conference Adjournment**
Please complete your Day 2 Evaluations.

Virtual Support for our Clinical Educators

Supporting our AD partners doesn't just mean we're connecting them with experts, consulting on program expansion, or helping a new program find its footing.

It also means we're providing concrete tools that detailers and program managers can use when they need to strengthen clinician relationships, understand the healthcare improvement landscape, learn what's trending in AD, and to ask questions or share solutions.



Featuring:

- Tools, guides, & tip sheets
- Webinars & presentations
- AD-related publications & features in the news
- Support materials on a variety of clinical topics
- archival conference series content, including on-demand video
- & a custom resource query form so we can help you find what you need.

narcad.org/learning-center

Find what you need to make your program stronger.

Day 1 Keynote Biography:

ANN KURTH, PhD, CNM, MPH, FAAN
Dean and Linda Koch Lorimer Professor
Yale University School of Nursing



Ann E. Kurth, PhD, CNM, MPH, FAAN is Dean, and Linda Koch Lorimer Professor (inaugural chair) of the Yale University School of Nursing. She previously held the inaugural Paulette Goddard Chair in Global Health Nursing at New York University (NYU) College of Nursing and was Associate Dean for Research at the NYU College of Global Public Health. She is a member of the 2014-2018 US Preventive Services Task Force, which sets screening and primary care prevention guidelines for the U.S.

As an epidemiologist and clinically-trained nurse-midwife Dr. Kurth focuses on HIV/sexual and reproductive health prevention, screening and care, as well as on global health system strengthening, using information and communication technologies among other approaches for health intervention and workforce education implementation. Her work has been funded by the National Institutes of Health (NIAID, NIDA, NIMH, NICHD), the Bill

& Melinda Gates Foundation, UNAIDS, CDC, HRSA, and others, for studies conducted in the United States and internationally.

Dr. Kurth has consulted for the NIH, Gates Foundation, WHO, USAID and CDC, among others. Dr. Kurth has published over 170 peer-reviewed articles, book chapters, and scholarly monographs, including editing one of the first books published on women and HIV (*Until the Cure*, Yale University Press 1993). Dr. Kurth has received awards for her science and leadership including the Friends of the National Institute of Nursing Research Ada Sue Hinshaw Research Award and the International Nurse Researcher Hall of Fame award from Sigma Theta Tau International. Dr. Kurth is vice chair of the Consortium of Universities for Global Health (the first non-physician in this role), and a Fellow of the American Academy of Nursing and of the New York Academy of Medicine. Dr. Kurth was elected as a Fellow to the Institute of Medicine/National Academy of Medicine in 2013.

Dr. Kurth received her A.B. in development studies and African studies from Princeton University. She earned an M.P.H. from the Columbia University School of Public Health in the Division of Population and Family Health, with a focus on maternal and child health. Dr. Kurth completed her M.S.N. at the Yale University School of Nursing, Maternal-Newborn Division and is a certified nurse midwife (C.N.M.) and registered nurse (R.N.). She was a National Institutes of Health predoctoral fellow in sexually transmitted diseases and U.S. Public Health Service maternal and child health economic fellow at the University of Washington, where she earned her Ph.D. in epidemiology, with a minor in health services.

Day 2 Keynote Biography:

STEVEN E. WEINBERGER, MD, MACP, FRCP

*Associate Executive Vice President, Executive Vice President,
Chief Executive Officer Emeritus, American College of Physicians*



Steven Weinberger, MD, MACP, FRCP, recently retired from his position as Executive Vice President and Chief Executive Officer (EVP/CEO) of the American College of Physicians (ACP) and is currently serving for one year as Associate Executive Vice President to help with the transition to a new EVP/CEO. He assumed the position of EVP/CEO in 2010, after having served for 6 years as ACP's Senior Vice President for Medical Education and Publishing. An internist and pulmonologist, Dr. Weinberger is also Adjunct Professor of Medicine at the University of Pennsylvania and Senior Lecturer on Medicine at Harvard Medical School.

During his tenure at ACP, Dr. Weinberger initiated and developed ACP's High Value Care Initiative, focused on reducing overuse and misuse of care that adds to healthcare costs without benefiting patients. He also created ACP's Center for Patient Partnership in Healthcare (CPPH), which promotes healthcare as a partnership between patients and clinicians. The CPPH collaborates with patient and family organizations to further a culture in which patients not only are partners in their own care, but they also partner with clinicians and healthcare practices and systems to improve the way that care is delivered.

Prior to joining ACP, Dr. Weinberger served on the full-time faculty at Harvard for more than 25 years. He was Executive Vice Chair of the Department of Medicine at Beth Israel Deaconess Medical Center, Executive Director of the Carl J. Shapiro Institute for Education and Research, and Professor of Medicine and Faculty Associate Dean for Medical Education at Harvard. Dr. Weinberger has authored over 140 articles and book chapters as well as a popular textbook, *Principles of Pulmonary Medicine*, now in its sixth edition and translated into multiple languages. He has served on the Editorial Board of *The New England Journal of Medicine* and was the Founding Editor-in-Chief of the Pulmonary and Critical Care Medicine component of *UpToDate*.

Dr. Weinberger received his M.D. from Harvard and residency training in internal medicine at the University of California-San Francisco, followed by fellowship training in pulmonary medicine at the National Heart, Lung and Blood Institute. He is the recipient of numerous national and Harvard Medical School teaching awards. Dr. Weinberger has been named a Master of the American College of Physicians and a Fellow of the Royal College of Physicians (London). In appreciation of his leadership, ACP's Board of Regents recently established a new annual award, the Steven E. Weinberger Award for Physician Executives/Leaders.

NaRCAD Staff



Jerry Avorn, MD | *Co-Director*

Dr. Avorn is Professor of Medicine at Harvard Medical School and Chief of the Division of Pharmacoepidemiology and Pharmacoeconomics. A general internist, geriatrician, and drug epidemiologist, he pioneered the concept of academic detailing and is recognized internationally as a leading expert on this topic and on optimal medication use, particularly in the elderly. His major areas of research include: the scientific, policy, and social factors that shape physicians' drug choices; the identification and prevention of adverse drug effects; medication adherence by patients; programs to improve the appropriateness of prescribing and drug taking; and pharmaceutical cost-effectiveness analysis. Dr. Avorn did his undergraduate training at Columbia University in 1969, received his M.D. from Harvard Medical School in 1974, and completed a residency in internal medicine at Beth Israel Hospital in Boston. He has served as president of the International Society for Pharmacoepidemiology and is a member of the Institute of Medicine Committee on Standards for Developing Trustworthy Clinical Practice Guidelines. Dr. Avorn is the author of over 500 papers in the medical literature on medication use and its outcomes, and is one of the most highly-cited researchers working in the area of medicine and the social sciences.



Michael Fischer, MD, MS | *Director*

Dr. Fischer is a general internist, pharmacoepidemiologist, and health services researcher. He is an Associate Professor of Medicine at Harvard and a clinically active primary care physician and educator at Brigham & Women's Hospital. He has extensive experience in designing and evaluating interventions to improve medication use and has published numerous studies demonstrating the potential gains from improved prescribing. His research interests include prescription drug reimbursement policy, electronic prescribing, and medication adherence. Dr. Fischer earned his medical degree from the Yale School of Medicine and a Master of Science degree in health policy and management from the Harvard School of Public Health. He completed residency training in primary care internal medicine at Brigham & Women's Hospital. He teaches in both the outpatient and inpatient components of the internal medicine residency program at Brigham & Women's and teaches courses on research methodology at Harvard School of Public Health.



Niteesh Choudhry, MD, PhD | *Program Faculty*

Dr. Choudhry is a Professor of Medicine at Harvard Medical School and an Associate Physician in the Division of Pharmacoepidemiology and Pharmacoeconomics and the Hospitalist Program at Brigham and Women's Hospital. His research focuses on the development and evaluation of novel strategies to improve health care quality and reduce spending. He is particularly interested in the clinical and economic consequences of using evidence-based therapies for the management of common chronic conditions and in designing strategies to overcome barriers to treatment initiation and long-term medication adherence. He leads a multidisciplinary research program funded by CVS Caremark to study medication adherence, the cost-effectiveness of medical technologies and comparative effectiveness research and collaborates with a wide range of insurers, employers and health delivery systems. He is also the founding Executive Director of the Center for Healthcare Delivery Sciences. Dr. Choudhry practices inpatient general internal/hospital medicine at Brigham and Women's Hospital.



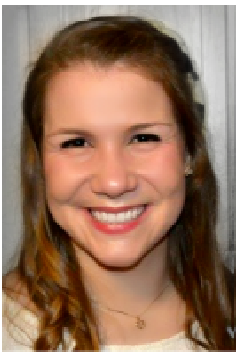
Bevin Kathleen Shagoury | *Communications & Education Director*

Bevin manages NaRCAD's external communications, bringing non-profit program management, grant writing, and marketing skills to NaRCAD. Having developed communications and educational resources in clinical settings, urban classrooms, and healthcare-based non-profits, Bevin manages the NaRCAD website, DETAILS blog, e-newsletter, and partner network, working to highlight best practices and magnify the impact of clinical education programs. With career experience in building strategic partnerships, improving community access to integrated learning platforms, and developing educational and training curricula, Bevin graduated from Emerson College with a degree in expressive education, focusing on serving marginalized youth.



Arielle Mather, MPH | *Education & Training Manager*

Arielle manages all of NaRCAD's events, including the Academic Detailing Training Techniques series and the annual International Academic Detailing Conference, along with facilitating the development of clinical materials. Arielle received her Master's Degree in Public Health with a concentration in Health Communication from Tufts University School of Medicine. She has several years of experience coordinating Boston-based elder service programs and teaching evidence-based healthy aging workshops, and is passionate about connecting others with resources that enhance the quality of life and improve the health status of their families and communities.



Julie Barberio | *Events Assistant*

Julie assists NaRCAD events, including the annual International Conference on Academic Detailing and the Academic Detailing Training Series. She received her Bachelor of Science degree from Brandeis University in 2016. As a Research Assistant in the Division of Pharmacoepidemiology and Pharmacoeconomics, Julie participates in the implementation of research studies related to the uses and outcomes of medications. She puts her passions of learning and healthcare innovation into practice as a part of the NaRCAD team.

Contact Us

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Boston, MA 02116
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2016 Conference Speaker Biographies



Michael Ascari, PharmD, MHA

Chief of Pharmacy at the VA Long Beach Healthcare System

Dr. Michael Ascari received his PharmD from the University of Rhode Island School of Pharmacy and his MHA from the California State University, Long Beach. He completed his post graduate residency in Clinical Pharmacy at the Long Beach VA Medical Center. Dr. Ascari holds an academic appointment with the University of the Pacific and serves on numerous hospital committees including Co-Chair of the VA Long Beach Healthcare System Pharmacy and Therapeutics Committee. He is currently pursuing his Blackbelt certification in LEAN and has successfully championed numerous performance improvement projects. His areas of interest include systems redesign, continuous quality improvement, pharmacoeconomics, and outcomes research.



Sameer V. Awsare, MD, FACP

Associate Executive Director, The Permanente Medical Group (TPMG)

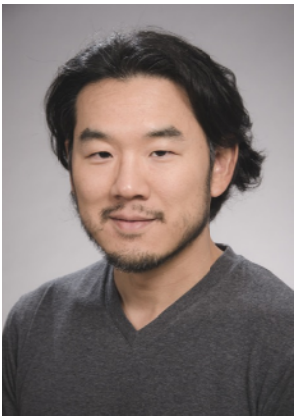
Sameer V. Awsare, MD, practices Internal Medicine in Campbell, CA. Dr. Awsare graduated from University of California, Irvine in 1989 and has been in practice for 25 years. Dr. Awsare joined the Permanente Medical Group in 1993, and is an Associate Executive Director for The Permanente Medical Group in charge of Pharmacy, Adult and Family Medicine, Risk Adjusted Coding, Revenue Cycle and Outside Medical Services. He is also involved in resident teaching, was the Chair of the Hospital Ethics Committee, and served as Chief of Medicine at the Permanente Medical Group's Campbell facility. He has been a member of TPMG Board of Directors since 1997 to 2014, and served as its secretary from 2000 to 2006. He also served as Chair of the Board's Governance Committee and the Vice Chair of the Board from 2006 to 2014.



Sarah Ball, PharmD

Research Assistant Professor, Division of General Internal Medicine and Geriatrics Medical University of South Carolina (MUSC)

Sarah Ball recently joined the Medical University of South Carolina (MUSC) in Charleston, South Carolina, with current concentrations on patient centered medical home transformation and prescription drug overdose prevention. She has a joint appointment as Clinical Assistant Professor in the College of Pharmacy, Department of Clinical Pharmacy and Outcome Sciences, at MUSC and continues to collaborate with the College of Pharmacy in projects involving innovative educational outreach for practice behavior change. Dr. Ball directed the SCORxE Academic Detailing Service at the South Carolina College of Pharmacy prior to joining the Department of Medicine. As founding director of SCORxE, she has significant experience with the education, training and field management of clinical pharmacy academic detailers and evidence-based content development.



Mark Bounthavong, MPH, PhD

Program Manager, Academic Detailing Service, Veterans Affairs

Dr. Bounthavong graduated from the College of Pharmacy at Western University of Health Sciences. He completed a PGY-1 Pharmacy Practice Residency at the Veterans Affairs Loma Linda Healthcare System followed by a fellowship in Outcomes Research and Pharmacoeconomics at Western University of Health Sciences. He started his career at the Veterans Affairs San Diego Healthcare System as a pharmacoeconomics clinical specialist. During his tenure at the VA, Mark worked on identifying cost-effective strategies and formulary management; directed the PGY-1 Managed Care Pharmacy Residency; and completed a Master of Public Health from Emory University. Mark left the VA in order to pursue a PhD in the Pharmaceutical Outcomes Research and Policy Program at the University of Washington. He recently accepted a position at the VA as one of the National Data Managers in the Academic Detailing Service.



Danelle Callan, MA

Project Manager, University of New Mexico's Health Sciences Center, Department of Family and Community Medicine

Danelle C. Callan has been an employee of UNM for over 10 years. She received her certification in academic detailing from NaRCAD in 2013 and has been applying her skills in practice facilitation and academic detailing on multiple research projects for the past four years. Her project expertise is on chronic non-cancer pain (CNCP), cardiovascular disease (ABC's) and working with rural providers and clinic systems to disseminate best practices and evidence-based information. She holds a dual bachelor's degree in anthropology and economics which she received from UNM in 2005 and received her master's degree in Health Economics in 2011. Danelle was a volunteer for TEDxABQ as the speaker liaison encouraging the spread of ideas worth sharing. She has volunteered as a grant reviewer for PCORI and HRSA. In addition, she is one of the PCORI ambassadors at UNM and a contract and grant administration resource for her department on grant applications.



Melissa Christopher, PharmD

National Director Academic Detailing, U.S. Dept. of Veterans Affairs Central Office, Pharmacy Benefits Management (PBM) Academic Detailing Service

Dr. Christopher is the National Director of VA Academic Detailing Services, overseeing the implementation efforts for academic detailing expansion across all Veteran Integrated Service Networks since 2014. She received her Doctor of Pharmacy from Duquesne University, Pittsburgh Pennsylvania. She completed a Pharmacy Practice Residency and Post Graduate Year 2 in Pharmacoeconomics and Formulary Management at VA San Diego Healthcare System. Dr. Christopher conducted research in health outcomes and pharmacoeconomic analysis for several chronic disease management areas. In recent years, Dr. Christopher has embraced the mission to expand efforts for educational outreach by clinical pharmacists for improvement of evidence based care in Pain Management, Depression, Schizophrenia, and Posttraumatic Stress Disorder as well as other substance use disorders. Most of her program efforts focus on development of educational materials, outcome monitors, provider specific electronic audit and feedback tools to trend practice patterns with implementation efforts for the newly developed as well as fully implemented AD programs.



Mindy Craig, PA-C, MS

Director of Physician Outreach, Colorado ABCD

Mindy has been with the ABCD team for 8 years and brings with her experience in the clinical setting. She earned her physician assistant degree at the University of Colorado Health Science Center's Child Health Associate/Physician Assistant program in May 2000. Concurrently, she completed additional course work and research to earn her Master of Science degree in Pediatrics. Ms. Craig worked as a physician assistant in a number of settings for ten years prior to joining the ABCD team. Her medical career has included a variety of medical office positions from medical records clerk to practice manager. This range of experience positions her to fully understand the unique dynamics and flow in a typical office, which allows her to deliver technical assistance to practices at a meaningful level.



Alisha Herrick, MPH, CHES

Program Specialist, Southwest Center for Health Innovation Health Extension Rural Officer, University of New Mexico

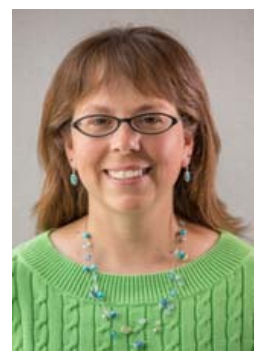
Alisha works for the Southwest Center for Health Innovation in Silver City, New Mexico where she provides instructional design, training and technical assistance to community partners and other non-profit organizations. She currently serves as the academic detailer for a statewide pain management intervention. Previously, she was a chronic disease bilingual health educator for the county health department in Fort Worth, Texas. She managed the Migrant Health Network in rural Virginia, and served as a Peace Corps volunteer in El Salvador. She is a trained medical interpreter providing the necessary cultural framework for improved communication. She is a master trainer in Motivational Interviewing and the Stanford chronic disease self-management program.



Brent Jensen, BSP

Academic Detailer & Drug Information Specialist, RxFiles AD Program

Brent currently works with the RxFiles Academic Detailing Program in Saskatchewan as a detailer & drug information specialist. As an academic detailer, he sees hundreds of Saskatchewan family physicians 2-3 times per year, on topics chosen by family physicians. He has spent many hours updating & creating RxFiles drug comparison charts over the last 20 years. He is involved in reviewing and presenting clinical trial evidence as it relates to drug therapy decision making. As a hospital pharmacist for Saskatoon City Hospital for over 30 years, he has a keen interest in psychiatry, geriatrics & rehab medicine.



Amanda Kennedy, PharmD, BCPS

Director, Vermont Academic Detailing Program, Office of Primary Care, UVM

Amanda has delivered Academic Detailing sessions to over 700 participants since 2003. Amanda regularly serves as a faculty facilitator for NaRCAD Academic Detailing Techniques trainings. As Associate Professor of Medicine, University of Vermont, College of Medicine, Dr. Kennedy is a residency and fellowship-trained board-certified pharmacist investigator. She has extensive training in research and medication safety through completion of an AHRQ-funded career development award (K08), a graduate certificate in human factors and an executive fellowship in patient safety. Her primary care research has been funded by AHRQ, HRSA, the State of Vermont, and local health plans. She has a clinical pharmacy practice in Rheumatology at the UVM Medical Center.



Lynette Kosar, BSP, MSc

Information Support Pharmacist, RxFiles AD Program

For the past 5 years, Lynette has been part of the RxFiles Academic Detailing Program team as an Information Support Pharmacist and Academic Detailer. She has been the lead detailer on recent RxFiles topics, and is a contributor/reviewer for the RxFiles Drug Comparison Charts (10th edition), Geri-RxFiles (2nd edition) and the RxFiles – Bringing Evidence to Practice section of the Canadian Family Physician Journal. She also provides clinical pharmacy services at a heart function clinic, is a research assistant with the provincial drug utilization team, and holds a Clinical Assistant Professor designation with the College of Pharmacy. Prior to joining the RxFiles, Lynette worked as a clinical hospital pharmacist.



Harald Christian Langaas, MPharm, MPH

Managing Director, Regional Medicines Information & Pharmacovigilance Centre (RELIS), Dept. of Clinical Pharmacology, St. Olav's Hospital, Trondheim, Norway

Harald has been working as managing director for one of the four regional RELIS-centres in Norway for four years. At the department of clinical pharmacology in Trondheim he has teamed up with Dr. Roar Dyrkorn, who has been working to introduce Academic Detailing in Norway for several years after visiting Boston and Australia. Together they have been responsible for starting the first AD-program in Norway. Their team has completed two AD-campaigns, the first in 2015 and the second in 2016. Harald has experience as a hospital pharmacist, and has also been a pharmacy manager for three primary care pharmacies before joining RELIS. RELIS also offers a teratology information service for the public, and a web-based Q&A-service about use of medicines for the public.



Karen Lasser, MD, MPH

Associate Professor of Medicine & Public Health, Boston University

Dr. Lasser's research focuses on improving quality of care in primary care for underserved patient populations and reducing health disparities. Dr Lasser is multi-PI of a NIDA-funded cluster randomized trial to determine whether four implementation strategies; nurse care management, use of a patient registry, academic detailing, and electronic tools, will increase primary care provider adherence to chronic opioid therapy guidelines and reduce opioid misuse among patients, relative to electronic tools alone. Dr. Lasser's work has received international recognition; she has published over 50 peer-reviewed papers in journals such as JAMA, British Medical Journal, and the American Journal of Public Health. Dr. Lasser is a practicing primary care physician at Boston Medical Center, the largest safety-net hospital in New England.



Gail Shai Levine, MD

Medical Director, Brigham and Women's Primary Care Clinic at Massachusetts Mental Health Center

Gail has been interested in primary care and health care disparities since medical school. For the past four years she's fully devoted her professional time to medical care for chronically severely mentally ill patients. Together with Dr. Viron and others she is striving to create a fully integrated model of primary care in an ambulatory mental health setting.



Terryn Naumann, BScPh, PharmD

Director of Evaluation, Drug Intelligence & Optimization Branch, Medical Beneficiary & Pharmaceutical Services Division, BC Ministry of Health

Dr. Terryn Naumann is the Director of Optimal Use/Academic Detailing with the Drug Intelligence and Optimization Branch, Medical Beneficiary and Pharmaceutical Services Division, British Columbia Ministry of Health. She completed a hospital pharmacy residency at St. Paul's Hospital in Vancouver and worked at St. Paul's as a clinical pharmacist in the areas of Palliative Care, General Medicine and the HIV Centre of Excellence. She has worked at Vancouver General Hospital in Clinical Drug Research and Drug Use Evaluation. Terryn began her work in AD in 1993 when she worked at Lions Gate Hospital in North Vancouver as the clinical pharmacist for the Community Drug Utilization Program – the first academic detailing program in Canada.



Cait O'Sullivan, BA, BScPh, PharmD

Clinical Pharmacist, Continuing Medical Education Island Health Clinical Pharmacy Programs BC Provincial Academic Detailing (PAD) Service

Dr. O'Sullivan has a clinical pharmacy background in acute general medicine, residential care, and community practice. She received a Bachelor of Arts from the University of New Brunswick (Honours, Medical Anthropology), a Bachelor of Science in Pharmacy from Dalhousie University, and a Doctor of Pharmacy Degree from the University of Washington. Based on Vancouver Island, she is an academic pharmacist with the B.C. Provincial Academic Detailing (PAD) Service and the Therapeutics Initiative (University of British Columbia). Cait has a research interest in the drug approval process and clinical practice guideline methodology.



Priyanka Randeria, MHA, MPH

Management Analyst, Veterans Health Administration

Priyanka graduated from Johns Hopkins University with a B.S. in Public Health and then went to the University of Washington to receive a Masters in Health Administration and a Masters in Public Health Policy. She started her VA career with the Graduate in Health Administration Training Program at the Madison VA, a program through which she won the national ACHE award and propelled her career in the VA revenue cycle. After a variety of project and data management positions, she joined the National AD Service as a Management Analyst in April 2015 and currently focuses on project management and fiscal operations.



Loren Regier, BA, BSP

Program Coordinator, RxFiles AD Service

Loren has guided the development of this provincial academic detailing service since the first ground-breaking pilot project began in 1997. Loren is active as a member of the Canadian Academic Detailing Collaboration and provides training and consultation to various programs and initiatives. Loren's interests cover the practical application of evidence to practice and the ongoing development of multifaceted interventions that support academic detailing. Additionally, Loren serves as a faculty facilitator for NaRCAD's Academic Detailing Techniques trainings. Loren is co-editor of *RxFiles Drug Comparison Charts 10th Edition* and a contributor/reviewer for *Geri-RxFiles* and the *RxFiles – Bringing Evidence to Practice* section of Canadian Family Physician journal.



Robert Rhyne, MD

*Co-Director, Research Core is the Vice Chair of Research
Professor, Family and Community Medicine Department, UNM*

Robert Rhyne, MD, is co-founder of the practice-based research network in New Mexico, Research Involving Outpatient Settings Network (RIOS Net). He has 25 years of experience in primary care, has been PI and co-investigator on numerous National Institute of Health funded projects, and has conducted research in Community Oriented Primary Care, community-based medical education as well as on Complimentary and Alternative Medicine (CAM) use in Hispanic communities in New Mexico.



James Rick, MD

Primary Care Physician at Long Beach VA Medical Center (VALB)

Dr. Rick was educated at the University of Illinois Medical School where he graduated with both the M.D. and Ph.D. (Pharmacology). His Post Graduate training in Medicine was at LA County (USC) and University of South Carolina (MUSC). His Fellowship was in Clinical Pharmacology at the University of Chicago with Leon Goldberg. He is the Opiate Safety Initiative (OSI) Point of Contact at VA Long Beach and Chairman of the Pharmacy and Therapeutics Committee. He is a faculty member at UC Irvine Department of Medicine.



Jess Rogers

Academic Detailing Service Co-Director, Centre for Effective Practice

Jess oversees the Centre for Effective Practice's (CEP, Toronto, Canada) rigorous approach to determining the best evidence in areas such as clinical practice, knowledge translation and inter-professional care delivery. Jess has over 12 years' experience addressing the research and evidence needs of decision makers and providers. Jess's leadership role at CEP includes developing an appropriate methodology for the search, appraisal and dissemination of evidence-based clinical guidance for health care professionals. Jess also coordinates educational interventions and implementation projects through partner networks with a view to enhance evidence-based performance.



Brenda Schuster, BSP, ACPR, PharmD, FCSHP

Academic Detailer, RxFiles AD Service

Brenda Schuster is an academic detailer with the RxFiles Academic Detailing Service in Regina, SK, Canada, and a training facilitator for NaRCAD's 2-day academic detailing techniques course. Brenda has been providing academic detailing services for the last 15 years and she combines this with her clinical practice at the Academic Family Medicine Unit. She is involved in teaching family medicine residents and works alongside them to assist in their daily prescribing decisions. She is a Clinical Assistant Professor with the College of Pharmacy and Nutrition, University of Saskatchewan and a preceptor for hospital pharmacy and primary care pharmacy residents. Brenda has been involved in facilitating academic detailing trainings for RxFiles on new topics and has co-facilitated academic detailer training skills workshops for academic detailers in Canada and the United States.



Jacki Travers, PharmD

Clinical Academic Detailing Pharmacist, Pharmacy Management Consultants

Jacki joined Pharmacy Management Consultants (PMC) in 2015 as their first and only academic detailing pharmacist. She has been active in the development and implementation of PMC's academic detailing program as part of its service to Oklahoma Medicaid. Prior to joining PMC, she served in the practice settings of independent, hospital, and clinical pharmacy. She received a B.S degree from the University of Colorado, and a Doctor of Pharmacy degree from the University of Oklahoma. Her program efforts focus on bridging the gap between information and application in order to provide quality health care in a fiscally responsible manner.



Mark Viron, MD

Director of Home Health Services, Department of Mental Health's Massachusetts Mental Health Center (MMHC)

Dr. Viron is an adult psychiatrist at MMHC in Boston and an Assistant Professor at Harvard Medical School. He specializes in the treatment of psychotic disorders and the integration of primary and behavioral healthcare for people with serious mental illness. He graduated from Tulane University School of Medicine and completed his psychiatry residency at the Massachusetts General Hospital/McLean Residency Program. He serves as an attending at MMHC's partial hospital program, where he teaches and trains residents and medical students. He is also the project director for two grant-funded initiatives that aim to enhance MMHC's ability to provide integrated primary and behavioral healthcare.



Shirley Yeung, BSc (Pharm), ACPR, MSc

Academic Detailing Pharmacist

Shirley Yeung is an academic detailing pharmacist with the BC Provincial Academic Detailing (PAD) service. Shirley obtained her BSc (Pharm) from the University of British Columbia and then completed a hospital pharmacy residency with Vancouver Coastal Health-Providence Healthcare. She recently completed her MSc in Public Health in the Health Economics stream at the London School of Hygiene and Tropical Medicine. Shirley has been with PAD since 2010 and covers the areas of Vancouver, Richmond, Bella Coola and Bella Bella. She has provided sessions on eight different topics to healthcare providers in the region. She is also a preceptor for the hospital pharmacy residents of the Lower Mainland Pharmacy Services.



Kathryn Zioto, MD

Psychiatrist, Codman Square Community Health Center

Kathryn Zioto is an adult psychiatrist at Codman Square Community Health Center in Dorchester, Massachusetts. She recently graduated from the Harvard Longwood Psychiatry Residency Training program where she spent her final year working with Healthcare for the Homeless, providing integrated psychiatry to their street team patients. She is now embedded within primary care at Codman Square Health Center as part of a new health center initiative to integrate the delivery of behavioral and physical healthcare to Codman patients. While in residency, she worked with Dr. Mark Viron and Dr. Gail Levine at Massachusetts Mental Health Center and with the NaRCAD team to provide academic detailing to psychiatrists regarding tobacco treatment for people with serious mental illness.

Thank You to Our Sponsors

Core funding for NaRCAD & the AD Conference Series is made possible by the Agency for Healthcare Research and Quality.

The 2016 Conference was supported by a sponsorship from our colleagues at Alosa Health.



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Yale School of Nursing
The U.S. Preventive Services Task Force
The American College of Physicians
All of our Speakers, Presenters, Moderators, Panelists, & Attendees
The Joseph B. Martin Center & Staff



Collaborating with NaRCAD: 2016 Highlights

This year, we've collaborated with clinical outreach education experts, supporting a wide range of programs, and we'd like to share a few of those exciting interventions that we're continuing to work on into 2017.

Smoking Cessation Treatment for Patients with Serious Mental Illness

Patients with serious mental illness smoke at higher rates than the general population, with 20-year average life expectancy reduction due to smoking-related illnesses. In addition to this year's featured presentation on AD to increase smoking cessation treatment at Massachusetts Mental Health Center, we are excited to be collaborating on a PCORI-funded study bringing this approach to patients statewide.

Reducing Polypharmacy in Long-term Care

Safe prescribing for nursing-home patients was the focus for one of Jerry Avorn's original AD studies, and the topic remains pressing today. Over the past year we have worked with AMDA, the national association of medical directors in post-acute and long-term care, to identify opportunities for AD interventions and are supporting an AD program in Indiana that hopes to reduce polypharmacy in long-term care.

HIV Screening & PrEP Implementation

As HIV treatments have improved, the focus has shifted to preventing transmission, which will require education of huge numbers of primary care providers across the country. Over the past year we have worked with multiple groups using AD to improve HIV screening and the uptake of HIV pre-exposure prophylaxis, providing support on training, materials development, and implementation. These model interventions will provide key lessons for the effort to eventually reduce the rate of new HIV cases to zero.

Learn more

about the interventions that are shaping the field of AD.

Search our blog archives by clinical topic, or visit our Learning Center for examples of great marketing & educational materials.



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**Together with our 275+ partners,
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- **They're improving health outcomes** through provider education, informing front line decisions. Our partner network connects experts, shares important work, and highlights best practices in the field.
- **NaRCAD partner programs in 2016** have successfully increased rates of cancer screening, improved access to sexual health testing resources, encouraged safer prescribing of opioids, increased referrals to chronic disease management specialists, and more.

narcad.org/partners

Visit our Partner Network online, and search our directory of partners by location, specialty, and our global alphabetical listing.

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Catch up on your reading—every last detail.



From interviews with academic detailing experts to exciting new initiatives taking off around the country, DETAILS hand selects the best of clinical outreach education and delivers it right to your inbox.

Grab a cup of coffee and see how academic detailing is making a lasting impact, from rural areas to densely-populated cities. Covering diverse interventions, from HIV PrEP to diabetes management, we're working with programs to highlight the movement of AD as it continues to inform clinicians, helping them to make the best decisions for their patients.

Contact us

with questions, requests to have your program featured, & content sharing.

narcad@partners.org

“Professionalism, Academic Detailing, and the Repairing of Primary Care”

Jerry Avorn, MD, NaRCAD Co-director | DETAILS 2016



There was a brief, shining moment

starting in the early 1970s, when I was finishing medical school, that lasted into about the mid-1980s. Primary care physicians (PCPs) seemed poised to rise above their lowest-in-medicine stature to become recognized for playing a central role in the entire health care system (as, of course, they had been doing all along). In medical centers throughout the country, growing interest in ‘health maintenance’ and its accompanying insurance designs seemed poised to catapult PCPs from the role of nerds to quarterbacks.

Then, for reasons we don’t have the space to discuss here, in the following years in many settings, the quarterbacks got recast as gatekeepers, and then as switchboard operators.

Delivering primary medical care remained as innately vital and sacred a job as ever, but the stature and daily work of the PCP (with the second P now standing for ‘provider’) became degraded in many settings. Morale sank, and PCP burnout and dropout became more common.

What does all this have to do with academic detailing? A lot. One of the most frequent and visible ways that the quarterback-to-gatekeeper degradation has developed is in the role of clinical decision-making – for medications most often, but also about test ordering, specialist consultations, and many other choices the primary care clinician faces daily. In the Olden Times, which still survive in some pockets of our pathologically heterogeneous coverage system, these decisions are still left in the hands of the PCP, and are still made well or poorly by individuals.



Increasingly, such choices are driven by formularies, prior authorization requirements, algorithms, and other restrictions. Sometimes these are thoughtful, evidence-based guidances that are useful antidotes to the occasional wild and crazy choices some practitioners occasionally make – ‘freedom’ which can on occasion lead to potential harm to both patients and health care budgets.

But sometimes the restrictions are simple-minded, financially-driven, and disrespectful of the needs of specific patients and the nuanced judgment of the individual clinician.

That would help primary care clinicians make better decisions without all the limitations of arbitrary insurance requirements, or computer-based algorithms that sometimes function as if they know Mrs. Johnson better than her doctor does. It could also pave the way for wider adoption of the evidence-based recommendations that the more enlightened policies seek to achieve. And clinicians could again feel more like the health care professionals we spent so many years learning how to be.

“New York City's Health Department: Empowering Providers to Improve Outcomes”

Public Health Detailing Program at New York City Department of Health & Mental Hygiene (DOHMH)

Featuring Michelle Dresser, MPH, Senior Manager, Programming & Strategy

DETAILS INTERVIEW SERIES

NaRCAD: Thanks for taking the time to share the great clinical outreach education work that's being done by the NYC Department of Health and Mental Hygiene, Michelle! Tell us a bit about yourself and how you got involved in public health, specifically public health detailing.



Michelle: Thank you for the opportunity to speak about the Public Health Detailing Program. I have over 20 years of public health experience in both the non-profit and government setting, with the last 12 here at the New York City DOHMH. Throughout my professional career, my specialty has been in healthcare marketing and provider education, emphasizing how providers and consumers can better communicate with each other by tailoring complex messages using health literacy principles.

Fostering that kind of provider-patient engagement is a critical goal of clinical outreach education. In your experience, what makes an outreach representative truly skilled and successful?

Michelle: Although evidence-based recommendations provide the framework for what you'll speak about as an outreach representative, it's really about how you deliver, or "sell" those messages. The Outreach Representative (detailer) needs to be an excellent communicator as well as a persuasive person, not only to present the campaign, but to cultivate long-term relationships. Just because you're well versed on specific content areas such as smoking cessation, hypertension, diabetes, etc., it doesn't necessarily equate to being effective! Although most of our reps have a background in public health or health education, first and foremost we look to bring on team members who have experience and success in outreach and communication.

It's essential our reps have excellent selling and communications skills, so when they engage providers and get their buy-in, providers are then equipped to get their patients "on board". One-on-one provider engagement helps them understand how important it is to have a 2-way communication with patients.

How can an outreach representative encourage providers to "get on board" and think about care as a dialogue?

"Our focus is [...] not just about managing or treating a disease, but preventing it from ever occurring in the first place."

Michelle: Let's use obesity as an example. With obesity, both providers and patients are frustrated, for different reasons. Providers may be frustrated that patients' comorbid conditions are being exacerbated or don't have the same kinds of tools to treat obesity as they do other conditions; patients might feel that providers aren't using great communication techniques, like motivational interviewing (MI), to help them set goals and take small steps towards the goal. We work on "coaching scripts", which take the key recommendations and reframes them in order to custom-tailor the conversation for each patient.

If a patient is only told, “You need to lose weight,” which is such a broad and overarching goal, they’ll be frustrated, and frankly, non-adherent. I know I would be. Encouraging providers to have specific dialogues using a customized approach for each patient is important. This kind of dialogue takes into account patients’ literacy beyond the written and spoken word—it looks at scientific, fundamental, health and cultural literacy, too.

Fostering that dialogue, and having the right tools and resources, is critical. How would you describe your program’s overall approach to provider education?

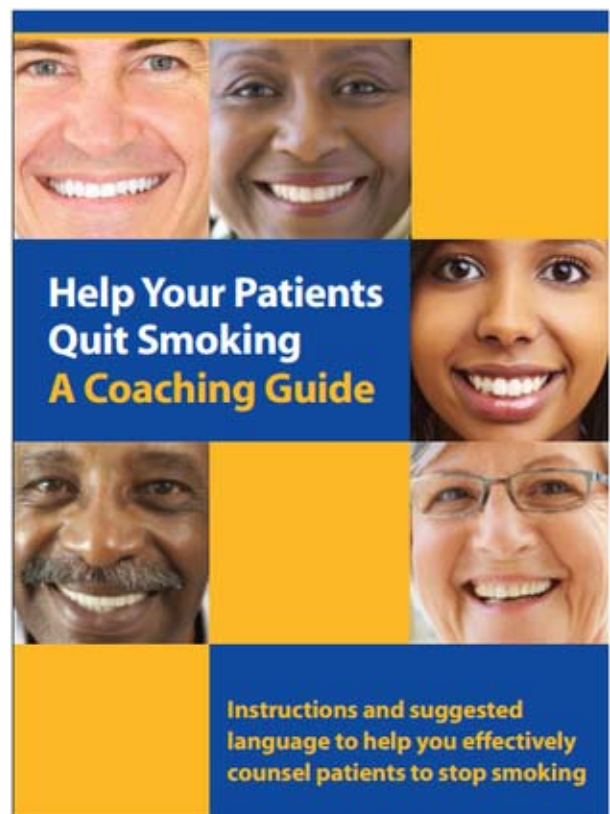
Michelle: Our focus is on the entire intervention, not just about managing or treating a disease, but preventing it from ever occurring in the first place as well. We’re empowering providers to work on preventive strategies with their patients, which can translate to better provider and patient outcomes.

One thing that’s unique about public health detailing is that we detail the whole team through one-on-one interactions. Evidence shows these types of interactions with providers and staff are more effective at changing behavior; however, sometimes due to the makeup of the practice we must conduct group presentations. It’s not ideal, but it still allows us to get the messages and materials out there.

The landscape of healthcare has changed so much and is more team-based; we know the provider can’t do everything, so we look at the big picture: who helps with intake, counseling, follow-up? We consider it “the total office call.” We don’t use the term “gatekeeper”—we train people that everyone in the practice is to be approached and detailed, whether it’s administrative/front desk staff, billers, nurses, providers—everyone plays a vital role in a patient’s healthcare.

So when an outreach representative goes into an office, they detail...everyone?

Michelle: If there are 15 people who work in an office, we’re going to detail all 15 of them. It’s a lot! Sometimes, the person who is the champion of a new behavior or workflow isn’t going to be the provider. We see the front desk staff as instrumental; they’re interacting with all of the patients. We work with our teams to ensure even the front desk staff receives the materials and information, rather than seeing them merely as a “gatekeeper” to get to the providers.



Sounds like a lot of training goes into preparing for your campaigns, and for thinking about the entire process of effective outreach. Tell us more about your trainings, and how you prepare outreach representatives on disease content training, as well as communications skills.

Michelle: On average, our trainings are about 5 days in length and take place the week prior to launching a new campaign. About 40 percent of the training is disease content, so we work with our internal Health Department experts, as well as external experts, where we learn about prevention strategies, treatment strategies, epidemiology and the landscape around the key recommendations chosen based on the evidence of that topic. We need to know the ‘why’ behind the campaign.

Once we have that under our belt, we shift to sessions on how to frame the issue, how to promote the materials, figuring out the “features and benefits” as well as the “barriers and objections” and finally “gaining a commitment”, which are phrases that come from pharmaceutical marketing. We’re “selling” and promoting public health interactions, so we work on those skills.

We also do a great deal of role playing, including videotaped analysis of each rep. We look at body language, what communication skills are effective, we do knowledge assessments, quizzes—we make sure our team is well-prepared to go out and detail. We take this seriously—they’re representing the New York Department of Health and Mental Hygiene.

"We know the provider can't do everything, so we look at the big picture...everyone plays a vital role in a patient's healthcare."

How else does your team strategize when promoting new campaigns?

Michelle: We meet throughout the campaign to talk about what’s working and what isn’t. Our staff is in the field 80% of the time, 4 out of the 5 days of the week so the one day a week they are in the office it’s a great opportunity to come together as a team and strategize. We ask them to report out on what barriers they’ve faced on the ground. It could be anything from access to uptake of recommendations and materials to logistics like parking near practices. During training, we try to anticipate and prepare for barriers, but it’s not until we’re out there that we see what’s really happening.

What’s a major barrier your program has faced, and how have you tackled it?



Michelle: A big challenge, when starting a detailing program, is access. The landscape of healthcare systems in NYC has drastically changed over the past few years. As an example, several years ago, the majority of our Brooklyn territory was almost entirely made of up of small practices where access wasn’t an issue.

What’s changed since then?

Michelle: Now, many of these sites have become part of larger institutions, so there’s corporate

buy-in that needs to happen for people to come in and talk to the staff. As I mentioned before, although we try and limit group presentations, this has proven to be an effective strategy when entering into a new relationship. Once they get to know us and recognize the value of the program, they’re engaged in having us come back to conduct 1:1 visits on the follow-up and subsequent campaigns.

How do you know when a campaign is working and becoming successful?

Michelle: Evaluation is always on the top of our priorities, and can be a challenge for any program to evaluate effectiveness. For every campaign we conduct an initial and follow-up visit where we assess provider practice. This allows us to see if there has been a change in practice from the initial to the follow-up visit.

Additionally, we rate what providers intend to adopt in terms of the key recommendations and supporting tools and resources. We also collect a large amount of qualitative data because it's also critical to gaining a more complete picture of the campaign's success, especially when reporting on barriers, access and materials.

That's so helpful—programs we support are always looking for innovative ways to measure success. Wrapping up, what other key advice would you offer for new and developing programs?



Michelle: One key point that I always speak with interested programs about is the importance of a robust training before the launch of a campaign. I can't emphasize enough the value of not only the clinical content portion, which provides the necessary background and evidence for the campaign, but the selling and communications skills sessions. Having a team that is well-prepared, confident and excited to bring this information to the practices is the cornerstone to a successful detailing program.

You can scale this up or down, depending on your need and organizational priorities. Our program focuses on where there's the greatest need and potential for greatest impact. Programs should make sure to look at their organization's agenda and goals. It's important to look at the data and plan the best course of action within the capacity you have.

For more interviews & practice highlights, visit the DETAILS Blog at narcad.org.

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