

Igniting the First Spark: Securing the Clinician Visit

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Introduction (20-25 minutes)

Breakout 1 (15 minutes)

Large Group Discussion (15 minutes)

Breakout 2 (15 minutes)

Large Group Discussion (15 minutes)

Wrap-up (5 minutes)

Disclosure Statement



No conflicts of interest



No financial or non-financial relationships of concern





Today's Presenters

Access to Providers: Building Relationships

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Academic Detailing on Opioid Safety: ADOPS

State of CT Dept. of Mental Health and Addiction Services (CT DMHAS)

- Federal funds; awards to local health
- Pilot Program
- Data driven; geography
- Capacity matters
- UConn School of Pharmacy partner

Ledge Light Health District (Local HD)

- Grantee; contracted services
- Serve 120k people in SE CT
- Robust Health Education Dept.
- Many grant funded programs
- End of State pilot; 2020; virtual
- CPMRS, naloxone, MOUD, Pain mgt., Communication

Getting to know me: The "non - clinical" health educator

Primary Prevention

- Coordination of State and federal grants for primary prevention
- Alcohol, cannabis, prescription drugs, vaping/tobacco
- Environmental strategies
- Evidence Based, SPF model
- Coalition building; capacity

Harm Reduction

- LLHD NLC Cares program
- Overdose Action Team
- State and Federal grants
- Naloxone saturation
- Access to treatment; MOUD
- Stigma reduction/awareness
- Testing strips/safer use

Provider Recruitment

Personal channels

- Who do you know?
- LinkedIn
- Coalition Contacts
- Friends of Friends
- Friends in the medical field
- Social Media

Professional channels

- Who do you know?
- LinkedIn
- LLHD Nurses/MRC
- Letters
- Faxes
- Medical/Pharmacy Associations

Outreach Methods

- Letters (one from UCONN, one from LLHD, one flyer)
- Faxes
- LinkedIn
- Social Media
- E-mails
- Marketing budget
- **Pharmacy Association**: conference sponsorship, e-blasts, newsletter
- **Upcoming**: PA Association (conference), State Medical Society

Referrals

Warm handoff, personal introductions vs. "Cold Calling"

Building trust! Outsider mentality. Genuine gratitude.

 "The best compliment I can receive is a referral to someone you know!"

• "If you enjoyed these sessions, please let me know if you have any colleagues to refer me to..."

• "Would you be interested in providing a testimonial about your experience?"

 "Can you do me favor? I need your help and I know you are well connected/a go-to person..."

Incentives

- Grant budget and few restrictions on incentives (SAMHSA guidelines)
- Alternative to lunch n' learn? Gift card is easier than taking orders
- \$30-50 per session, up to \$150 to favorite restaurant
- Employer polices- Beware. Ask. Transparency is important.
- Many health systems are no longer accepting incentives
- Modified letter and communications to reflect policy
- Pre-approved Live CE/CME- requirement to get CME/CE on opioids

Gaining Access: Other Tips

- Medical Systems: Directors of Continuing Ed or Training/Professional Development
- Federally Qualified Health Centers
- School Based Health Centers
- Military (Coast Guard Academy/NLON Sub Base)
- Occupational Health (General Dynamics/Electric Boat)
- Non-traditional settings-telehealth, QI/QA
- Non-retail pharmacists: Not everyone works 'on the bench'!

Thank you for your time and attention!

Carolyn Wilson, MPH, CHES, NCTTP, CPS

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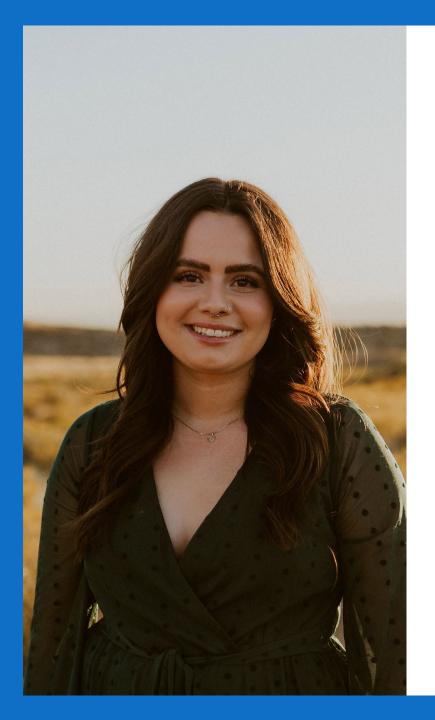
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GAINING ACCESS TO PROVIDERS



Amy Lucero, BPH, Program Manager

- Born and raised in Albuquerque, New Mexico
- Studied Public Health at New Mexico State University
- Worked on UPDATE NM Project since January
 2021
- Former Crisis Advocate with the Tucson SARS Team
- Special Interests in Opioid-Use Disorder and ACEs

Program Overview

Free Continuing
Medical Education
(CME) Credits

All Prescribers in New Mexico

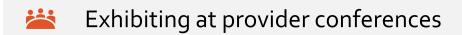
Extremely Rural Service Areas

Chronic Non-Cancer Pain Management

Buprenorphine Prescribing

Overdose Data to Action Grant (OD2A)

Recruitment Strategies



- Paid advertisements utilizing official commercial
- Q Google ads for key words searched
- Visiting clinics with swag items
- Connecting with residency programs
- Community referrals

Keep tabs on professional associations in the area

Conferences often at similar time each year

Conferences

Ask about non-profit discounts

Pay attention to advertisement perks

Bring resources, swag items, signage and a positive attitude!

Official Commercial



Community Referrals

County Health
Councils

Former Participants

Clinical Directors

Department of Health

Prescription Monitoring Program Friends, Family, and Colleagues

Common Pushback

"I don't like being put on the spot."

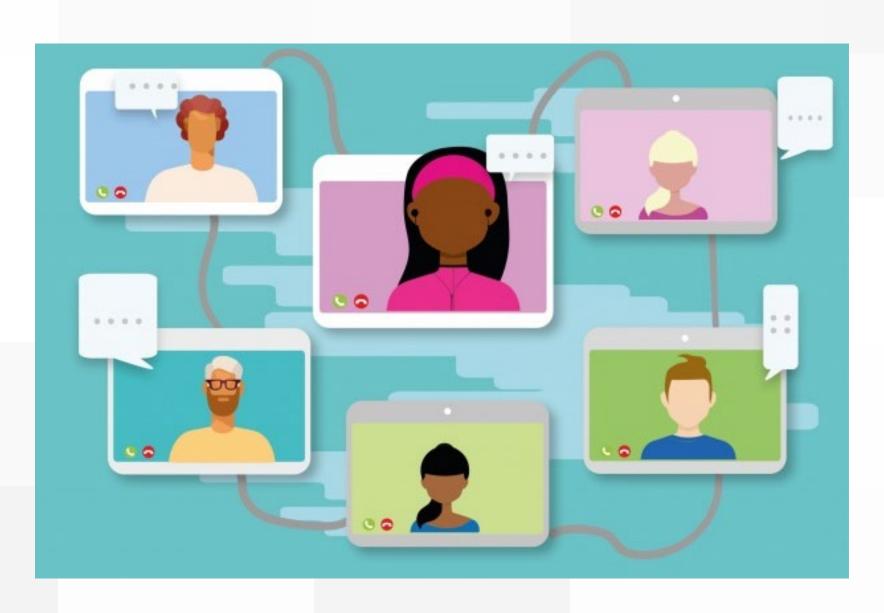
"Can't we do this as a group?"

"I'd like to do all five hours in one day."

"Why is this free? What is the catch?"

"I don't deal with this stuff."

Breakouts Round 1



Discussion Questions

- 1. **Introduce** yourself and your program.
- 2. What are the **most effective strategies** for gaining access that your program has tried?
- 3. What are the **least effective strategies** for gaining access that your program has tried?



We'll see you in 15 minutes



Remember

- Turn your video on for the breakout session if you're able to
- Request help from the host if you need assistance from the NaRCAD team
- Have fun!

Large Group Discussion & Sharing



Breakouts Round 2



Discussion Questions

Scenario: Your team is launching a new detailing campaign on pediatric immunizations. You have only detailed adult primary care providers in the past.

Your team is preparing to begin outreach to pediatric clinics and promote your program.

- 1. What do you expect to be the **barriers and pushback** you may experience as you gain access to these clinics and clinicians?
- 2. What steps would you take to **overcome these** barriers?

We'll see you in 15 minutes



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Large Group Discussion & Sharing



Type in the Chatbox

Have you identified something you could **do differently/improve** to gain access to clinicians?

If you were to **implement one strategy** from today, what would it be?





Please rejoin the main room now by clicking on the link in the chatbox.