

A Day at the Movies: Rolling Out the Red Carpet to Complement AD

Jonathan D. Hoffman, PharmD, MBA

Department of Veterans Affairs, VHA
Program Manager, Academic Detailing Service
VISN 19 (UT, ID, MT, WY, CO, OK)

Disclosure

I do not have any conflict of interest to disclose.

I do not have any relevant financial or non-financial relationships to disclose.

What age group do you fall under?

Under 34

35-44

45-54

55-64

65 or above

In the last 6 months, which commercial media did you use the most?

YouTube

Facebook

Twitter

Instagram

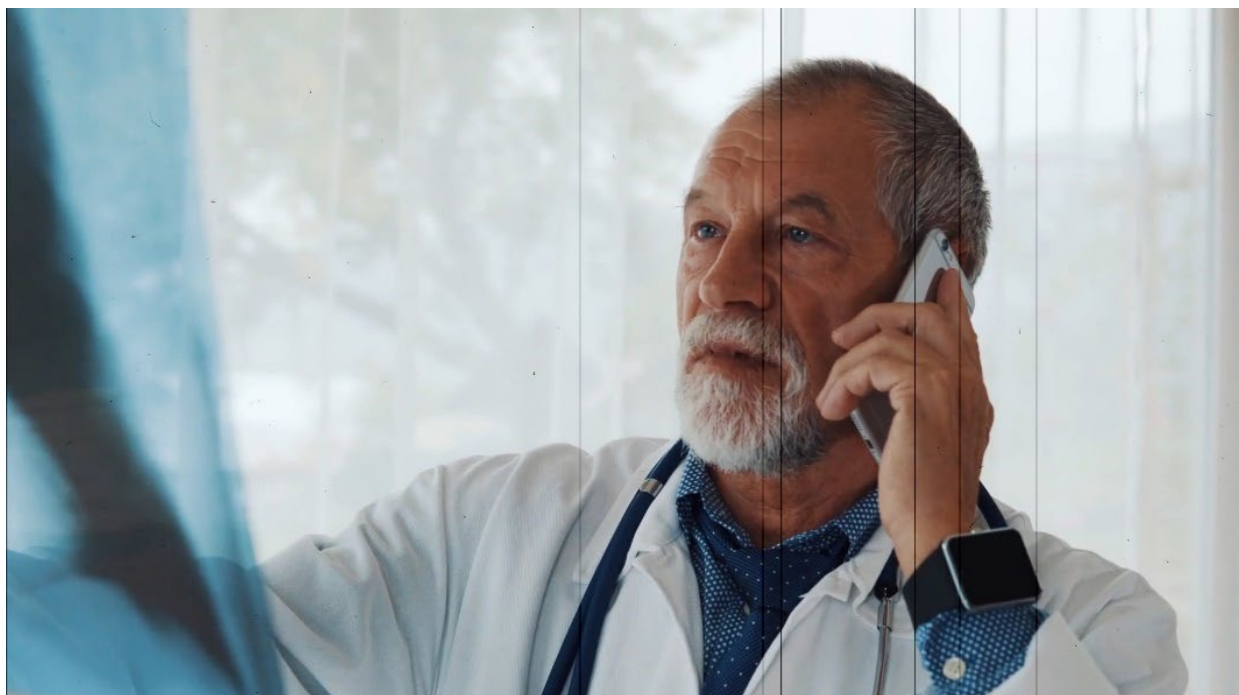
Cable Television

Other

Who We Serve



**Patient-centered
care involves
meeting the
Veteran where
they are**



100s of HOURS.

5 PHARMACISTS.

2 CAMERAS. **1** VISION.

Substance Use Disorder

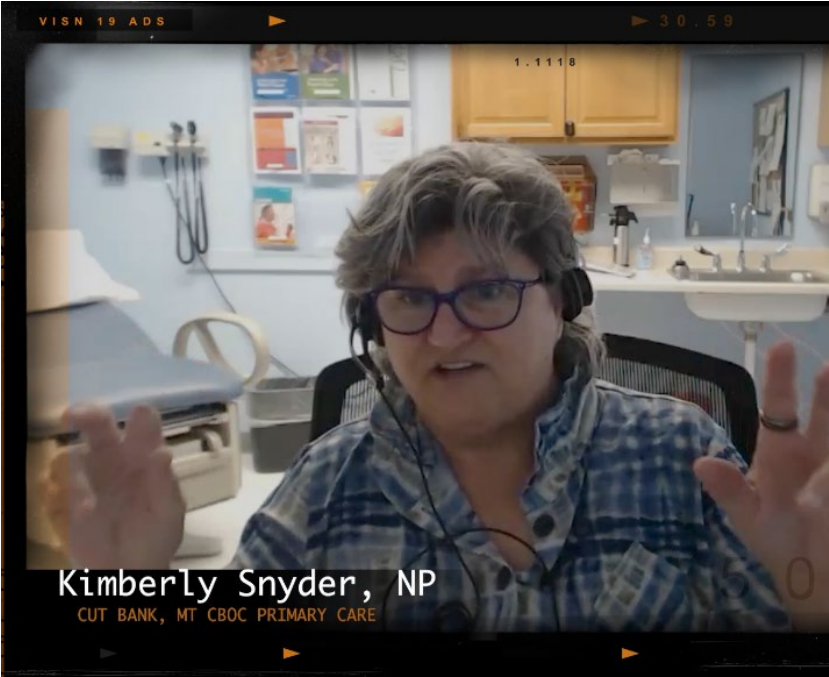
is the primary problem



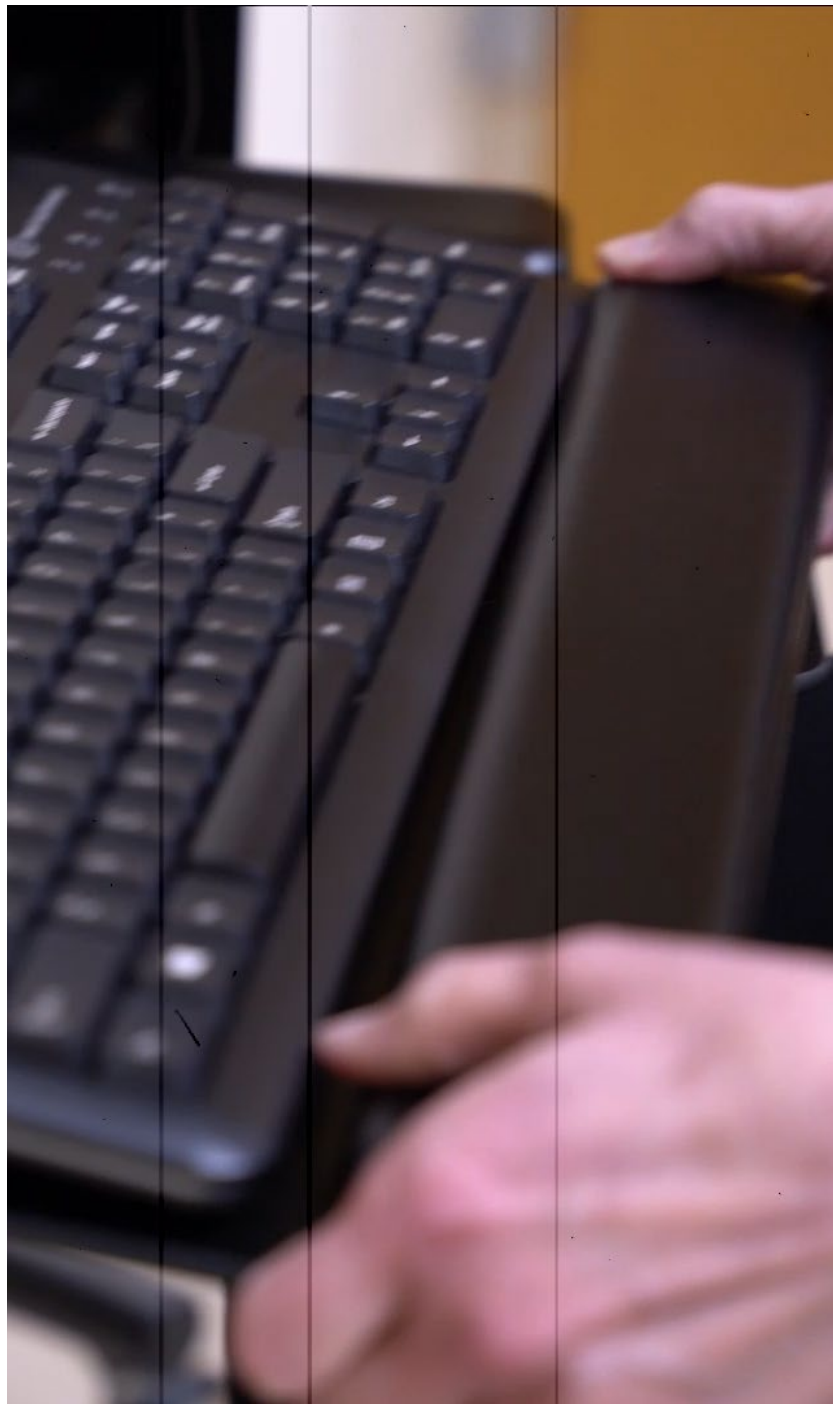
Dr. Christina Gallop, MD
SALT LAKE VAMC PRIMARY CARE VIP

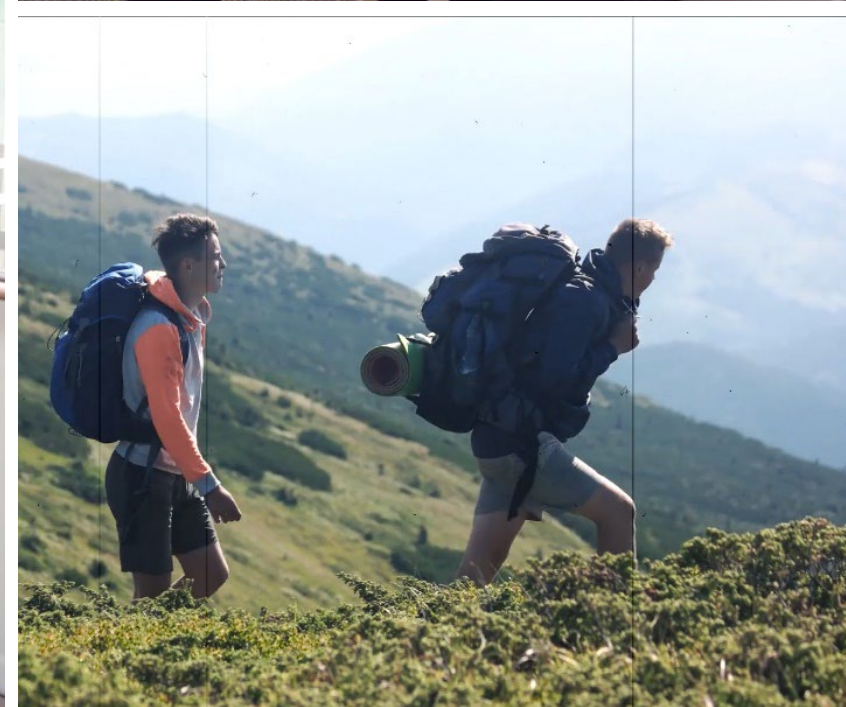
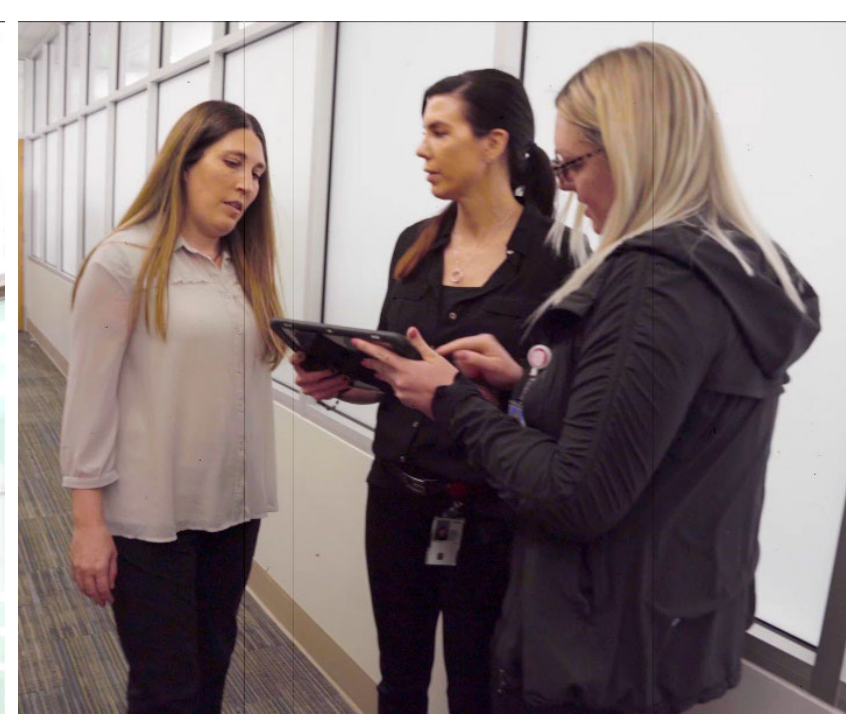


Capture Opportunities to Influence Practice

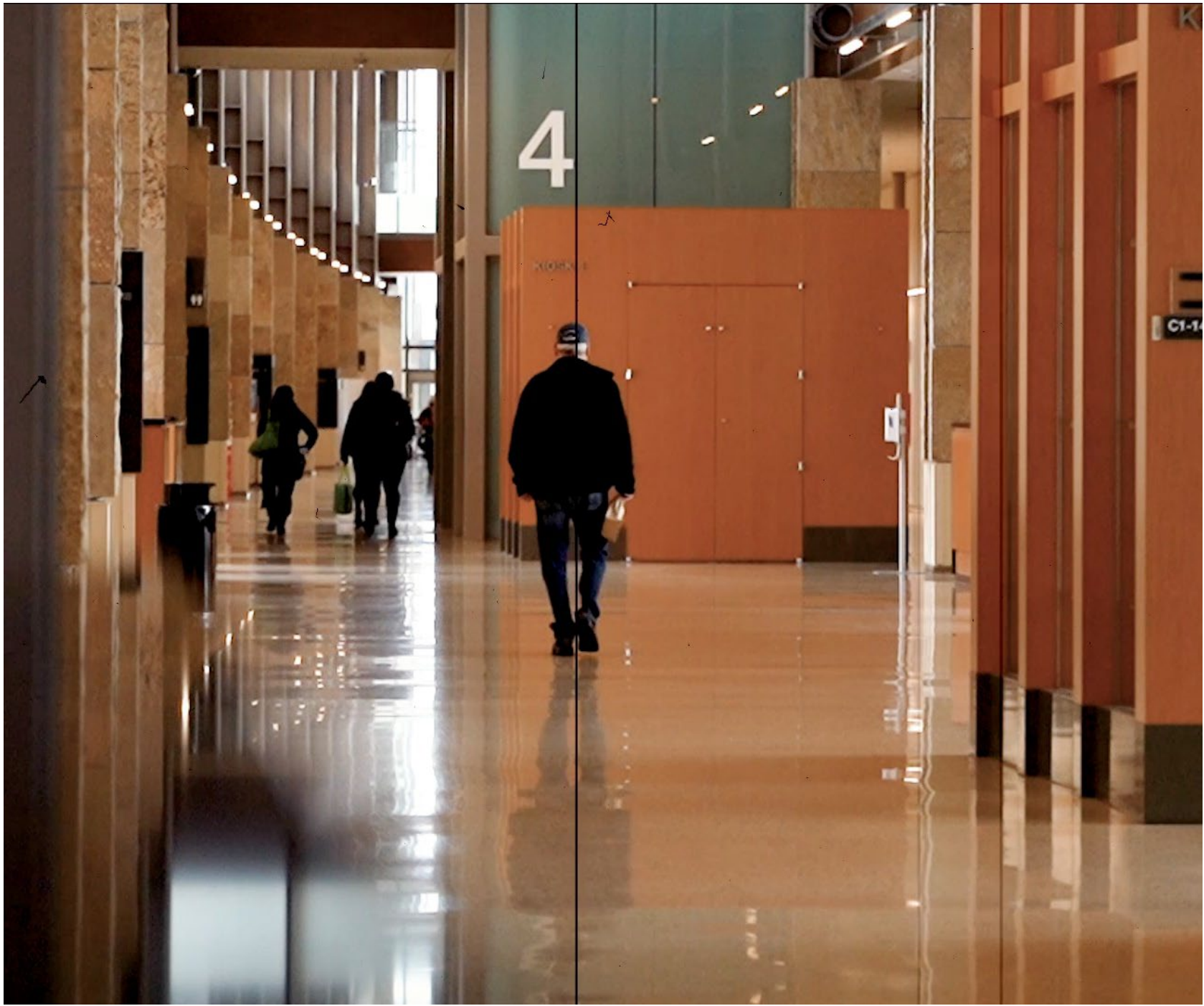


Clinical Practice Champions





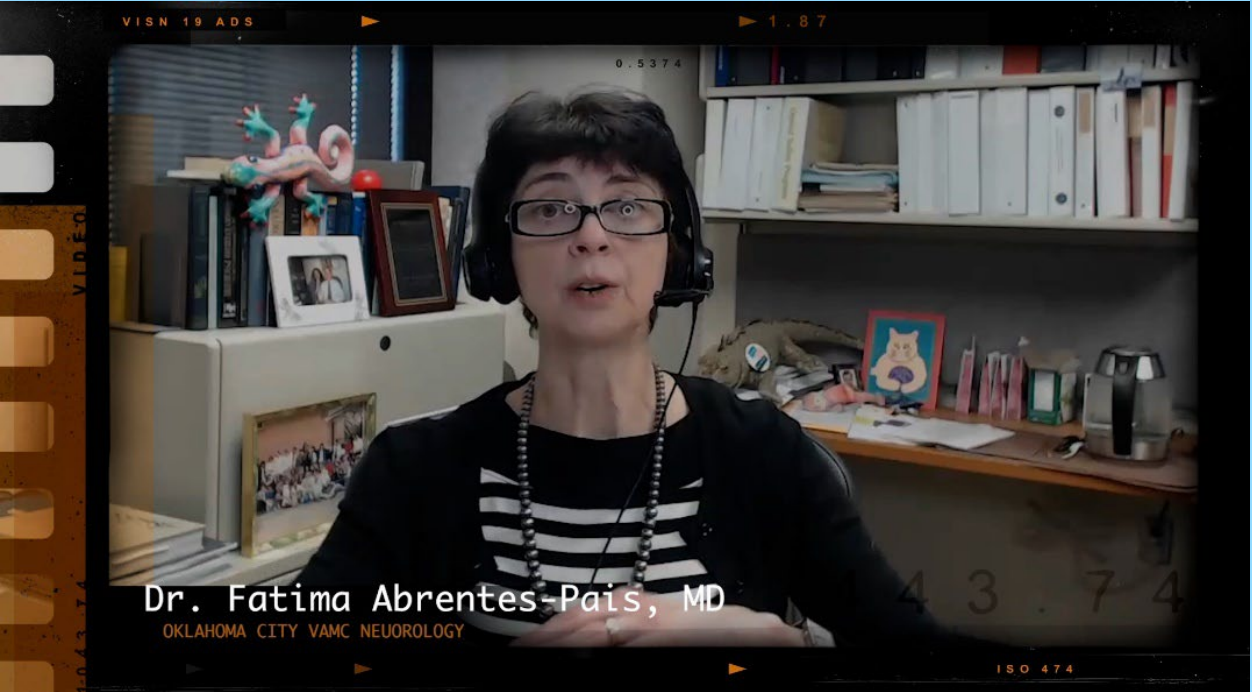
- **Changes in scores showed a small but meaningful effect**
- **This suggests a significant impact on shifting stigma surrounding challenging practice decisions**





Dr. Joseph Frank, MD

ROCKY MOUNTAIN REGIONAL VAMC PRIMARY CARE



Dr. Fatima Abrentes-Pais, MD

OKLAHOMA CITY VAMC NEUROLOGY

VISN Pharmacy Executive

Tanya Hood, RPh

**VISN 19
Academic Detailing Team**

Cassidy Pfaff, PharmD
Anne-Claire Thomas, PharmD
Abril Atherton, PharmD
Jonathan Hoffman, PharmD
Jason Smith, PharmD

The Art of Medicine
OPIOID DEPENDENCE

1042-92

Special Thanks to

Mary Lynn Ayers, MD
Kimberly Snyder, NP
Kimberlee Bayless, NP
Ana Holtey, MD
Christina Gallop, MD
Jason Schmidt, MD
Joe Frank, MD
Fatima Abrantes-Pais, MD
Deborah Morrow, MSW
Friedhelm Sandbrink, MD

The Art of Medicine
OPIOID DEPENDENCE

1043

I want to learn more about how leveraging media can help drive the impact of Academic Detailing.

Yes

No

Unsure