



# NaRCAD2022

*Celebrating 10 Years of Community Engagement*

**NOVEMBER 7-9, 2022**

**ZOOM SESSIONS**

**10:30AM-4:00PM ET DAILY**

[narcad.org](http://narcad.org) | [narcad@bmc.org](mailto:narcad@bmc.org)

801 Massachusetts Ave. 2nd Floor Boston MA, 02118



HELLO &

# WELCOME

TO NaRCAD2022!

## RESPONDING TO THE AD BAT SIGNAL: BOOSTING MORALE, EXCITEMENT, & OPPORTUNITY



**The “before times” are out of reach, and there’s a real beauty in that.** Without forcing ourselves to look through rose-colored glasses, our team at NaRCAD has no other choice but to see you for who you are: creative, interconnected, and peer-led, now more than ever. You’re the bosses of adaptation, in ways you may not recognize, or even believe. So let me tell you more about who you are.

To repeat an over-used word from society at large, “resilient” applies to our community, but it’s not the word that matters most. Being “resilient” overshadows other truths: we’re often tired, under-resourced, and we need peer engagement. All can be true at once, and they are. Our team is here to remind you that not only is needing each other more than okay, it’s to be celebrated.

You’ve all responded to the AD-specific Bat Signal: you’re a mirror for each other, consistently boosting one another’s morale. The community you’ve built together is founded on the simple strength of admitting that we need each other, we need to feel good about where we are in this moment, and excited about where we’re going next.

Where you’ve emulated that excitement most of all is during our community dialogues: our regular virtual gatherings, our [Peer Connection Program](#), our shout-outs to one another during our convenings, [trainings](#), and behind the scenes in 1:1 e-mails. We can have the most effective AD programs out there, but if we’re not witnessing each other’s reality, we’re going it alone.

At our 10th conference, we’re proud to see the arc of where we started a decade ago; where we were once focused mostly on data-specific outcomes, the focus is now on each other. From building a program to training and evaluation, no longer do we have community members who must start from scratch. NaRCAD is pleased to witness the shift from 2012, where we led the charge, to 2022, where you lead the charge.

Thank you for being the collaborative innovators of this conference, and of AD successes across the globe. We look to you to lead us into 2023—for now, take in these next 3 days with pride.



*Bevin K. Amira*

**Bevin K. Amira, Deputy Director, NaRCAD**



# CONTENT

<b>DAY 1 AGENDA</b>	<b>4</b>
.....	
<b>DAY 2 AGENDA</b>	<b>6</b>
.....	
<b>DAY 3 AGENDA</b>	<b>8</b>
.....	
<b>THE NaRCAD TEAM</b>	<b>10</b>
.....	
<b>CONFERENCE PRESENTERS</b>	<b>12</b>
.....	
<b>AN INTRODUCTION TO AD</b>	<b>22</b>
.....	
<b>ACADEMIC DETAILING TECHNIQUES TRAINING</b>	<b>23</b>
.....	
<b>OUR WEBSITE</b>	<b>24</b>
.....	
<b>DETAILS BEST PRACTICES BLOG</b>	<b>26</b>
.....	
<b>COMMUNITY CONNECTION</b>	<b>34</b>
.....	
<b>TESTIMONIALS</b>	<b>35</b>
.....	
<b>WORDSEARCH</b>	<b>36</b>
.....	
<b>THANK YOU</b>	<b>37</b>
.....	
<b>NaRCAD2022 NOTES PAGES</b>	<b>38</b>
.....	

## DAY 1: MONDAY, NOVEMBER 7, 2022

### [Day 1 Zoom Link](#)

**10:30AM Welcome:**

**Bevin K. Amira** | Deputy Director, NaRCAD

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education NaRCAD

**10:40AM Day 1 Address:**

**Mike Fischer, MD, MS** | Founder & Director, NaRCAD

**11:00AM Field Presentations: “Think Outside the Box:  
Facing Today’s Public Health Challenges Using AD”**

**11:00AM-11:15AM**

**“A New HIV Diagnosis is a Call to Action: iART Virtual AD in NYC”**

**Elizabeth A. Garcia, PharmD** | Deputy Director, HIV Clinical Technical Assistance

New York City Department of Health and Mental Hygiene

**5-Minute Audience Q&A**

**11:20AM-11:35AM**

**“Outreach Beyond Primary Care: Educating Dentists on Opioid Safety in Utah”**

**Adrienne Butterwick, MPH, CHES** | Senior Improvement Advisor

Comagine Health

**5-Minute Audience Q&A**

**11:40AM-11:55AM**

**“Taking Rapid Action: Diverse Engagement to Support a Community”**

**Jennifer Carefoot, BSc Pharm** | Academic Detailer

British Columbia Provincial AD Service

**5-Minute Audience Q&A**

**12:00PM-12:15PM**

**Final Q&A/Wrap-up**

**12:15PM Lunch Break:** (Please stay connected to the [Main Session Zoom Link](#))

**1:00PM Breakout Sessions: “AD Foundations for Impactful Programming”**

**“AD 101: The Key Ingredients for a Successful Frontline Visit”** ([Zoom Link](#))

**Vishal Kinkhabwala, MD, MPH** | HIV Prevention Activities Coordinator

Michigan Department of Health and Human Services

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education, NaRCAD

What really happens during a 1:1 visit with a clinician? Join this interactive session to learn more about the key ingredients of a successful educational visit through small group exercises and problem-solving. This session is essential for “newbies”, either those preparing to work as academic detailers or planning to complete a future NaRCAD AD techniques training. This session also supports new, non-detailing program staff in understanding what detailing delivery in the field looks like.

*Ideal for new detailers and program staff.*

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**“Igniting the First Spark: Securing the Clinician Visit”** ([Zoom Link](#))

**Amy Lucero, BPH** | Program Manager, Understanding Provider Demands and Advancing Timely Evidence in New Mexico (UPDATE NM), Center for Health Innovation (CHI)

**Carolyn Wilson, MPH, CHES, NCTTP, CPS** | Senior Health Program Coordinator  
Ledge Light Health District, Connecticut

Gaining access to clinicians, or “getting your foot in the door,” is often the most difficult part of detailing. This breakout session will provide an opportunity for detailers and program managers to learn about approaches and tools for gaining access that they can implement in their own programs. Participants will also share insights and experiences in small working groups.

*Ideal for both new and seasoned AD professionals.*

**“Syncing Up: Aligning AD with Your Community’s Goals and Initiatives”** ([Zoom Link](#))

**Stephanie Cooper, PharmD** | Clinical Pharmacist and Academic Detailer  
Illinois ADVANCE/University of Illinois at Chicago College of Pharmacy

**Chirag Rathod, PharmD** | Clinical Pharmacist and Academic Detailer  
Illinois ADVANCE/University of Illinois at Chicago College of Pharmacy

The 1:1 visit is critical, but what about building relationships with the broader community? Explore the importance of aligning your AD program goals with other community initiatives. Learn how to build and leverage relationships with community organizations to expand the reach of detailing efforts. Join interactive small groups to reflect on relevant case studies, taking your skills back to your program and applying them to your interventions.

*Ideal for both new and seasoned AD professionals.*

**2:30PM Afternoon Break:** (Please return to the [Main Session Zoom Link](#))

**2:45PM Plenary: “The Think Tank: Expert Insights from Successful Women in Detailing”**

**Alëna A. Balasanova, MD** | Lead Detailer, SafePrescribe, Nebraska

**Jacki Travers, PharmD** | Clinical Academic Detailing Pharmacist  
Pharmacy Management Consultants, Oklahoma

**Lisa A. Webb, LCDC, CTP** | Academic Detailer, Baylor College of Medicine, Texas

**3:45PM Wrap-up and Evaluations:**

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education NaRCAD

**Aanchal Gupta** | Program Coordinator, NaRCAD



# AGENDA

## DAY 2: TUESDAY, NOVEMBER 8, 2022

### [Day 2 Zoom Link](#)

#### 10:30AM **Day 2 Kick-Off:**

Bevin K. Amira | *Deputy Director, NaRCAD*

Anna Morgan-Barsamian, MPH, RN, PMP | *Senior Manager, Training & Education, NaRCAD*

#### 10:35AM **Annual Talk:**

Jerry Avorn, MD | *Co-Founder & Special Adviser, NaRCAD*

#### 11:15AM **Field Presentations: “Broadening our Scope: Using Unique Applications of AD”**

11:15AM-11:30AM

*“Better Care for Women: Improving Menopausal Hormone Therapy in Norway”*

Ingrid Lunde Steen, MS | *Director, KUPP – The Norwegian Academic Detailing Program*

#### **5-Minute Audience Q&A**

11:35AM-11:50AM

*“Taking Center Stage: The All-Pharmacist Team of Detailers”*

Nicole Green, BSP, RPh, ACPR, DPLA | *Director, Ambulatory Pharmacy Services Program  
ThedaCare, Wisconsin*

#### **5- Minute Audience Q&A**

11:55AM-12:10PM

*“Switching the System: A Novel Approach to Caring for Chronic Disease”*

Maisha Draves, MD, MPH | *Medical Director, Pharmacy, Northern California  
Kaiser Permanente*

#### **5-Minute Audience Q&A**

12:15PM-12:30PM

**Final Q&A/Wrap-up**

#### 12:30PM **Lunch Break:** (Please stay connected to the [Main Session Zoom Link](#))

#### 1:15PM **Breakout Sessions: “Advanced AD: Models of Sustainable Success”**

*“Outside of the City: Applying Conversations from a Rural State to Diverse AD Geographies”*  
([Zoom Link](#))

Lexie Hach, MA | *Regional Health Specialist, Iowa Health and Human Services  
Capacity Extension Program*

Darla Peterson, BS | *Regional Health Specialist, Iowa Health and Human Services  
Capacity Extension Program*

Geography plays a major role in determining your approach to detailing. Take an in-depth look at lessons learned from detailing in a rural state, learning to apply these approaches across multiple geographies, including urban and suburban program settings. With a focus on strengthening relationships with community stakeholders, you'll leave the session with a better understanding of effective geographic adaptations to use within your specific programs.

*Ideal for detailers or program managers looking to build or enhance their program.*

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**“Making the Most of Your Team: Training Staff for Success” ([Zoom Link](#))**

**Tony de Melo, RPh** | Director of Clinical Education Programs, Alosa Health

**Sandeep (Sonny) Singh Bains, PharmD, BCPS** | Clinical Educator, Alosa Health

Your AD program is only as strong as your team! This breakout will support program managers in building impactful teams from start to finish. Experienced trainers will share the necessary skills needed to train, coach, and encourage peer-to-peer learning as key components for creating a sustainable team. Learn from small and large group discussions and apply the skills you learn to your own programs.

*Ideal for both new and experienced AD program managers.*

**“A Hybrid World: Developing Versatile Materials for Maximum Impact” ([Zoom Link](#))**

**Jennifer Carefoot, BSc Pharm** | Academic Detailer, British Columbia Provincial AD Service

**Kyle Grieve, BSc, BSc Pharm, ACPR** | Academic Detailer, British Columbia Provincial AD Service

Dive into the world of creating detailing materials that encourage clinicians to take clinical knowledge and actively use it within their practices. Experienced professionals will share their experiences being part of the material development process, helping you to think through the development of compelling educational content. You’ll walk through the key elements needed to begin building compelling materials for effective visits, discussing your own campaign in small working groups.

*Ideal for both new and experienced detailers, as well as additional AD program staff.*

**2:45PM Afternoon Break:** (Please return to the [Main Session Zoom Link](#))

**3:00PM Expert Panel: “Building Capacity: A Closer Look at the Train-the-Trainer Model”**

**Jessica Alward, MS** | Public Health Education and Detailing Specialist

State of New Hampshire, NaRCAD Training Facilitator

**Julia Bareham, BSP, MSc** | Academic Detailer and Information Support Pharmacist

RxFiles Academic Detailing, NaRCAD Training Facilitator

**Shuchin Shukla, MD, MPH** | Faculty Physician, Mountain Area Health Education Center

NaRCAD Training Facilitator

**3:45PM Day 2 Wrap-up and Evaluations:**

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education NaRCAD

**Aanchal Gupta** | Program Coordinator, NaRCAD

# AGENDA

## DAY 3: WEDNESDAY, NOVEMBER 9, 2022

### [Day 3 Zoom Link](#)

**10:30AM Day 3 Kick-Off:**

**Bevin K. Amira** | Deputy Director, NaRCAD

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education, NaRCAD

**10:40AM Special Presentation: “Looking Inward: AD as an Intervention for Antiracist Health Care”**

**Carla Foster, MPH** | Epidemiologist, New York City Department of Health and Mental Hygiene

**11:15AM Plenary: “More Than a Service:**

**Creative Campaigns from the Veterans Health Administration”**

**11:15AM-11:20AM**

***A Snapshot of the National Academic Detailing Service”***

**Melissa L.D. Christopher, PharmD** | National Director, Veterans Affairs

Pharmacy Benefits Management Academic Detailing Service

**11:20AM-11:35AM**

***“Step-by-Step: A Blueprint for Successful Campaign Development and Implementation”***

**Gwendolyn Hooks** | Research Health Science Specialist

Veterans Affairs Center for Clinical Management Research, Michigan

**5-Minute Audience Q&A**

**11:40AM-11:55AM**

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

**Jonathan Hoffman, PharmD, MBA** | Program Manager, Academic Detailing Service

Department of Veterans Affairs, Utah, Northern Wyoming, and Western Colorado

**5-Minute Audience Q&A**

**12:00PM-12:15PM**

***“Transforming Organizational Culture: Deprescribing to Improve Patient Safety”***

**Kimberly Dickerson, PharmD, BCPS** | VIONE Pharmacy Program Manager Central

Arkansas Veterans Healthcare System

**5-Minute Audience Q&A**

**12:20PM-12:30PM**

**Final Q&A/Wrap-up**

**12:30PM Lunch Break:** (Please stay connected to the [Main Session Zoom Link](#))



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**1:15PM Field Presentations: “The 2022 Yearbook: Reflections from Successful AD Programs”**

**1:15PM-1:30PM**

**“Preventing Overdose: Helping Clinicians Better Support Patients at Risk”**

**Connie Kitchens, PhD** | Public Health Policy Manager, Controlled Substance Database  
State of Utah Department of Commerce Division of Professional Licensing

**5-Minute Audience Q&A**

**1:35PM-1:50PM**

**“Untangling Complex Risk Factors: A Practical Approach to Preventing Falls in Older Patients”**

**Trish Rawn, BScPhm, PharmD** | Clinical Service Director and Academic Detailer  
Centre for Effective Practice Academic Detailing Service (CEP), Canada

**5-Minute Audience Q&A**

**1:55PM-2:10PM**

**“Physical Therapy, Pharmacy, and Primary Care: A Multidisciplinary Approach to Pain Management”**

**Meghan Breckling, PharmD** | Ambulatory Care Pharmacist and Academic Detailer  
University of Arkansas for Medical Sciences and Arkansas Department of Health

**5-Minute Audience Q&A**

**2:15PM-2:30PM**

**Final Q&A/Wrap-up**

**2:30PM Afternoon Break:** (Please stay connected to the [Main Session Zoom Link](#))

**2:45PM Real-time Roundtable: “Celebrating Community Engagement: NaRCAD Networking and Support Into 2023”**

**Bevin K. Amira** | Deputy Director, NaRCAD

**Anna Morgan-Barsamian, MPH, RN, PMP** | Senior Manager, Training & Education, NaRCAD

**Aanchal Gupta** | Program Coordinator, NaRCAD

**3:45PM Reflections, Evaluations, & Conference Adjournment:**  
**The NaRCAD Team**

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# OUR TEAM



**JERRY AVORN, MD | CO-FOUNDER & SPECIAL ADVISER**

Dr. Avorn is Professor of Medicine at Harvard Medical School and Chief Emeritus of the Division of Pharmacoepidemiology and Pharmacoeconomics. A general internist 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.

The division he created includes faculty with backgrounds in internal medicine and its subspecialties, geriatrics, epidemiology, health services research and policy, biostatistics, and computer science. 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 compliance by patients; programs to improve the appropriateness of prescribing and drug taking; and pharmaceutical cost-effectiveness analysis.

Dr. Avorn completed his undergraduate training at Columbia University in 1969, received the M.D. from Harvard Medical School in 1974, and completed a residency in internal medicine at the Beth Israel Hospital in Boston. He has served as president of the International Society for Pharmaco-Epidemiology and was a member of the Institute of Medicine Committee on Standards for developing trustworthy clinical practice guidelines. Dr. Avorn is the author or co-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. His book, *Powerful Medicines: The Benefits, Risks, and Costs of Prescription Drugs*, was published by Knopf in 2004. Dr. Avorn is the Chief Clinical Consultant for Alosa Health, a non-profit that provides academic detailing services. He receives no payment for any of his academic detailing-related work.



**MICHAEL FISCHER, MD, MS | FOUNDER & DIRECTOR**

Dr. Fischer is a general internist, epidemiologist, and health services researcher. He is Chief of the Section of General Internal Medicine at Boston Medical Center and Boston University School of Medicine where he is a clinically active primary care physician. With extensive experience in designing and evaluating interventions to improve medication use, he has conducted numerous studies demonstrating the potential gains from improved prescribing. Since 2010 he has led NaRCAD's growth and has published on the principles of academic detailing and its application to a range of clinical areas.

Dr. Fischer's research interests in addition to AD 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 T.H. Chan School of Public Health. He completed residency training in primary care internal medicine at Brigham & Women's Hospital. He spent over 20 years at Brigham and Women's Hospital practicing primary care and teaching residents in both the inpatient and outpatient settings and was a faculty member at Harvard Medical School and the Harvard School of Public Health where he taught courses on research methods.



**BEVIN K. AMIRA | DEPUTY DIRECTOR**

Bevin manages NaRCAD's strategic partnerships, building collaborations with public health leaders at the national and federal level. With career experience in building learning communities to increase engagement and sustainability, Bevin has expertise in creating interactive, interdisciplinary training curricula at healthcare-based non-profits. In collaboration with the dynamic NaRCAD team, Bevin facilitates NaRCAD's virtual and in-person learning sessions to encourage hands-on skill development and best practices sharing amongst peer programs.

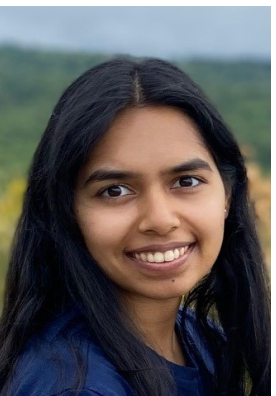
Bevin earned her degree in Education from Emerson College, with a focus on teaching marginalized populations. Bevin has enjoyed her previous non-profit positions in diverse settings, including teaching English in Boston-area high schools; managing the administration at a housing center for at-risk youth experiencing acute and chronic trauma; developing special learning initiatives for a homelessness advocacy network; and compiling ethnography research for a theatre-based youth activism study.



**ANNA MORGAN-BARSAMIAN, MPH, RN, PMP | SENIOR MANAGER, TRAINING & EDUCATION**

Anna manages the NaRCAD community's educational initiatives, from conferences and trainings to learning sessions. Anna's work has enabled NaRCAD to increase our training reach exponentially, and has included leading our content development, managing our DETAILS blog, leading our facilitation team, and building community partnerships.

Anna has 7 years of experience working in direct patient care as a Registered Nurse, receiving her BSN from Simmons University in 2014. Anna joined NaRCAD in 2019 after receiving her Master of Public Health from Boston University. She is committed to improving the health outcomes of America's vulnerable populations.



**AANCHAL GUPTA | PROGRAM COORDINATOR**

Aanchal supports NaRCAD's communications and program development, ensuring resource curation is current and supports NaRCAD's global network. She manages NaRCAD's website toolkits and social media pages, and co-manages the DETAILS best practices blog and Peer Connection Program. Aanchal coordinates logistics and resource sharing for all educational events and analyzes evaluation data from NaRCAD's events to inform future programming.

Before joining the NaRCAD team in 2021, she earned her Bachelor's degree in Public Health from the University of Massachusetts, Amherst in 2019. Aanchal's experience working in government and non-profit organizations has provided her opportunities to tackle public health challenges, such as the housing crisis, tobacco use, and chronic illnesses.



# CONFERENCE PRESENTERS



## **JESSICA ALWARD, MS**

### ***Public Health Education and Detailing Specialist, State of New Hampshire***

Jessica Alward, MS has been an academic detailer with the State of New Hampshire Division of Public Health Services since 2018. Her primary topics include HIV, STIs, HCV and other infectious diseases. Jess helped to develop the Public Health Education & Detailing program which strives to provide education to providers, organizations, and New Hampshire residents.

Jess' background is in education with a focus in adult learning. She is a trainer for the state in Diversity and Cultural Competency and previously worked as the education and training coordinator for the Bureau of Infectious Disease Control and Prevention in New Hampshire.



## **SANDEEP 'SONNY' BAINS, PHARM.D, BCPS**

### ***Clinical Pharmacist Educator, Alosa Health***

Sonny has been with the Alosa team for 7 years. Sonny is a clinical pharmacist with extensive clinical leadership experience in both acute care and ambulatory healthcare settings. He completed post-graduate training at Einstein Medical Center in Philadelphia and has since worked in clinical pharmacy leadership with large healthcare systems in the greater Philadelphia area. He is also the principal consultant at Bains Rx, LLC, a healthcare consulting firm dedicated to improving outcomes while reducing costs.



## **ALËNA A. BALASANOVA, MD**

### ***Lead Detailer, SafePrescribe, Nebraska***

Dr. Balasanova is a founding member of Nebraska's Academic Detailing program, SafePrescribe, and has been the lead detailer since its inception 4 years ago. She is an Associate Professor of Psychiatry at the University of Nebraska Medical Center (UNMC) and is dually board certified in psychiatry and addiction medicine. After obtaining her undergraduate degree from The Johns Hopkins University, Dr. Balasanova earned her M.D. at Harvard Medical School and completed residency training at Boston University Medical Center. As the Director of Addiction Psychiatry Education for the Department of Psychiatry, Dr. Balasanova has developed novel educational programs for medical students, residents, fellows, and allied health professionals. Dr. Balasanova currently co-directs the inpatient Addiction Psychiatry Consultation-Liaison Service where she is actively involved in both patient care and interdisciplinary medical education. Dr. Balasanova's efforts with SafePrescribe have had a measurable impact on Nebraska Medicine, UNMC's clinical partner, where the recent launch of a Naloxone Best Practice Advisory resulted in a 21.44% increase in naloxone prescribing.



**JULIA BAREHAM, BSP, MSC**

***Academic Detailer and Information Support Pharmacist, RxFiles Academic Detailing***

Julia is a pharmacist with RxFiles Academic Detailing Service in Saskatoon, Saskatchewan, Canada. She also works casually as a community pharmacist for a large retail chain. Julia joined the RxFiles team in 2009 and until 2015 she provided academic detailing services primarily related to medication optimization in the long-term care population. In late 2015, Julia joined the College of Physicians and Surgeons of Saskatchewan where she held the position of Pharmacist Manager for the Prescription Review Program. In early 2019, Julia returned to RxFiles where her professional interests include geriatrics and substance use disorders. Her work at RxFiles involves providing academic detailing services across the province of Saskatchewan, and the development of evidence-based drug therapy educational materials.

Julia considers herself a lifelong student and enjoys pursuing education in various areas. She obtained her Bachelor of Science in Psychology in 2004 from the University of Manitoba followed by her pharmacy undergraduate degree from the University of Saskatchewan (U of S) in 2008. In 2014, Julia completed her Master of Science degree in the division of Pharmacy at the U of S focusing on comprehensive medication management. Julia also has a Business Administration Certificate (2007) and a Certificate of Professional Communication (2022).



**MEGHAN BRECKLING, PHARMD, BCACP**

***Academic Detailing and Ambulatory Care Pharmacist,***

***University of Arkansas for Medical Sciences (UAMS) and Arkansas Department of Health (ADH)***

***Pronouns: she/her/hers***

Dr. Meghan Breckling is an Ambulatory Care Pharmacy Specialist at the University of Arkansas for Medical Sciences (UAMS) and is a trained Academic Detailer through the National Resource Center for Academic Detailing (NaRCAD) within the Center for Health Services Research (CHSR) at UAMS' Psychiatric Research Institute (PRI). She previously completed a PGY1 Pharmacy Residency and PGY2 Ambulatory Care Residency at the Central Arkansas Veterans Healthcare System (CAVHS). Currently, she is a part of a multidisciplinary academic detailing team comprised of a pharmacist, physician and physical therapist that provide evidence-based solutions, tools and support for chronic pain management to primary care providers across the state of Arkansas.



**ADRIENNE BUTTERWICK, MPH, CHES**

***Senior Improvement Advisor and Academic Detailing Program Manager, Comagine***

Ms. Butterwick is a Senior Improvement Advisor at Comagine Health. She is currently working on quality improvement efforts directed by the Centers for Medicare & Medicaid Services (CMS) to improve quality of care for residents living in post-acute and long term care as well as assisted living and home health. She's also working on an initiative to increase advance care practices in those settings. In addition, through a subcontract with the Utah Department of Health, Ms. Butterwick currently provides educational support for opioid prescribing to family medicine and dental providers. Her work with this contract has earned national recognition and has been presented at the RX Drug and Heroin Abuse Summit in April 2020 and the American Public Health Association's annual conference in October 2020. She is currently also collaborating with faculty from the University of Utah regarding telehealth and advance care planning initiatives through the Utah Geriatric Education Consortium and Geriatric Workforce Enhancement Programs.

She completed her Bachelors of Science degree in Behavioral Science and Health at the University of Utah in 2007 and her Master's in Public Health at Westminster College in 2014. She has also earned recognition as a Certified Healthcare Education Specialist (CHES).



### **JENNIFER CAREFOOT, BSC PHARM**

***Academic Detailing Pharmacist, BC Provincial Academic Detailing (PAD Service)***

***Pronouns: she/her/hers***

Jen is an academic detailer for the BC Provincial Academic Service since 2016 serving beautiful South Vancouver Island. She is passionate about translating evidence to practice, reducing polypharmacy and shared decision making. In her spare time she enjoys running, gardening, traveling and spending time with her family outdoors at the lake.



### **MELISSA CHRISTOPHER, PHARM D**

***National Director, Veterans Affairs Pharmacy Benefits Management Academic Detailing Service***

Dr. Melissa Christopher is currently the National Director for the Veteran Affairs Academic Detailing Services, which services providers and clinical staff in VA healthcare systems. She received her Doctor of Pharmacy from Duquesne University. Dr. Christopher conducts research in health services, outcomes and pharmaco-economic analysis for several disease management areas. She previously practiced as a clinical pharmacy specialist providing medication management in diabetes and metabolic syndrome. Most of her work in Mental Health, Substance Use Disorders and Pain Management focuses on development of educational materials, outcome monitors, provider specific electronic audit and feedback tools to trend practice patterns for quality improvement system interventions.

She has overseen the national implementation of Academic Detailing programs focused on engaging system solutions and influence of behaviors for the healthcare team to act on the evidence-based practice recommendations. As the National Director, Dr. Christopher manages national staff who provide technical support to Veteran Integrated Service Networks with facility level academic detailers. In the last 5 years, she has co-authored several publications with the VHA Academic Detailing Services examining progress of implementation and the impact of educational outreach on care delivery behaviors aligned with evidence based practiced recommendations. The Academic Detailing program has had significant VHA expansion since the Comprehensive Addiction and Recovery Act in 2016, providing outreach education to over 20,000 staff members on opioid safety education including overdose education and naloxone distribution and opioid use disorder campaigns.

### **STEPHANIE COOPER, PHARM D**

***Clinical Pharmacist/Academic Detailer***

***Illinois ADVANCE at University of Illinois Chicago College of Pharmacy***

***Pronouns: she/her/hers***

Stephanie is a clinical pharmacist with the Medication Review and Academic Detailing Department through the University of Illinois at Chicago. Stephanie received her PharmD from Southern Illinois University Edwardsville School of Pharmacy in 2012 with focus on addiction and psychology. She has 16+ years of experience in community pharmacy and 7 years of management. Stephanie has had a strong focus on building physician and pharmacist relationships and incorporating team engagement efforts to support positive patient outcomes. She started with Illinois Advance in March 2020 and has been trained with the Illinois ADVANCE team and experts with NaRCAD. Stephanie is located in Springfield, IL and looks forward to expanding the collaboration with UIC through central and southern Illinois.







**KIMBERLY DICKERSON, PHARM.D, BCPS**

***VIONE, Pharmacy Program Manager, Central Arkansas Veterans Healthcare System***

Kimberly Dickerson is a Vital, Important, Optional, Not indicated, and Every medication has an indication (VIONE) pharmacy program manager at the Central Arkansas Veterans Healthcare System in LR Arkansas where she completed her PGY1 Pharmacy Practice residency and PGY2 Ambulatory Care residency. Kimberly has served at CAVHS since 2003 and worked in several clinical roles. She also served for 8 years as the clinical manager for pharmacy service. She has worked with the VIONE team since 2016 and continues to work on her passion of improving patient safety.



**MAISHA DRAVES, MD, MPH**

***Medical Director, Kaiser Permanente***

Maisha Draves, MD, MPH is the Medical Director for Pharmacy in Northern California for The Permanente Medical Group. In this role, she collaborates with physicians and pharmacy within an integrated health care system to set direction and implement formulary, guidelines, policy, utilization strategies, research, medication safety, and operations. Dr. Draves has actively practiced medicine at Kaiser Permanente in Vallejo, CA, as a Board-Certified Family Medicine physician for the past 18 years.

Dr. Maisha Draves attended undergraduate studies at Johns Hopkins University, earned her joint MD/MPH degree from Harvard Medical School and the Harvard School of Public Health, and completed her residency in Family Medicine at University of San Francisco, California. In addition, Dr. Draves also founded and completed a 2-year Health Care Management Fellowship at the Harvard Clinics.



**CARLA FOSTER, MPH**

***Epidemiologist, New York City Department of Health and Mental Hygiene (NYC DOHMH)***

Carla Foster is an Epidemiologist and Principal Investigator at the New York City Department of Health and Mental Hygiene (NYC DOHMH) in the Health Care Provider Initiatives Unit. Her research focuses on the implementation and evaluation of public health detailing campaigns across New York City with the aim of achieving health equity and improving clinical decision making. During DOHMH's Incident Command System COVID19 emergency activation response she served as Deputy Director of the Integrated Data Team. Prior to joining the NYC DOHMH, she led development of clinical practice guidelines at the American Urological Association. She obtained dual Bachelor of Arts degrees in Pan-African Studies and Neuroscience from Wellesley College. Carla also obtained her Master of Public Health Degree in Epidemiology from Columbia University.



**ELIZABETH A. GARCIA, PHARM D**

***Deputy Director of HIV Clinical Technical Assistance***

***New York City Department of Health and Mental Hygiene (NYC DOHMH)***

***Pronouns: she/her/hers***

Elizabeth's team uses public health detailing to expand implementation of emerging practices to end the HIV epidemic. She is the program manager and a detailer for an immediate initiation of antiretroviral treatment (iART) public health detailing initiative and is in the formative stages of a long acting injectable (LAI) ART initiative. She also co-facilitates trainings in Benefits Navigation for PrEP and PEP for clinical and non-clinical providers and serves as a tecovirimat navigator as part of NYC's monkeypox emergency response. She was previously a pharmacy consultant with Pharmacy Consulting International, where she implemented drug utilization strategies through prescriber education and worked with a variety of clinical and non-clinical providers as the project manager for a health system ambulatory pharmacy initiative. Elizabeth obtained her PharmD from the University of Pittsburgh School of Pharmacy where she developed instructional materials in Medicare prescription drug coverage and benefit programs for incoming student pharmacists.



**NICOLE GREEN, BSP, DPLA**

***Director of Ambulatory Pharmacy Services Program, ThedaCare***

***Pronouns: she/her/hers***

Nicole completed her pharmacy education at the University of Saskatchewan, Canada. She practiced for over a decade as a Clinical Coordinator primarily in the area of cardiology. She has completed year-long learnings through the AIMM (Alliance for Integrate Medication Management) collaborative as well as the ASHP PLA (Pharmacy Leadership Academy). She is the Director of Ambulatory Pharmacy with ThedaCare. She leads the comprehensive strategic plan to embed pharmacists within family and internal medicine clinics as providers and vital members of the primary care clinical team. She has served as an Executive panelist with GTMRx (Get the Medications Right) and the Institute for Advancing Health Value.

Her program utilizes Academic Detailing as a means of building professional relationships, establishing credibility and influencing prescribing improvements. Much of her team's work is related to Quality improvement initiatives in medication stewardship and safety as well as maximal performance in Pharmacy related ACO measures. Nicole has worked with the ThedaCare cardiology team to build a collaborative Heart Failure Clinic where patients see both a cardiology provider and an ambulatory pharmacist.



**KYLE GRIEVE, BSC, BSC PHARM, ACPR**

***Academic Detailing Pharmacist, BC Provincial Academic Detailing (PAD) Service***

***Pronouns: he/him/his***

Kyle is an academic detailing pharmacist with the BC PAD service. Since 2017 he has provided service to communities in the mountains of South Eastern British Columbia. He is driven to support clinicians in understanding medications to help match therapy with patients' goals and values. Kyle enjoys traveling, cooking and all forms of outdoor recreation with his wife and children.



**LEXIE HACH, MA**

***Regional Health Specialist, Bureau of HIV, STI, and Hepatitis, NuCara Capacity Extension Division of Public Health, Iowa Department of Health and Human Services***

***Pronouns: she/her/hers***

Lexie has been with the Bureau of HIV, STI, and Hepatitis, Capacity Extension Program as a Regional Health Specialist (RHS) for the last 6 years and brings with her 12 years of experience in the field. She earned her Associate Degree in Nursing (ADN) from Hawkeye Community College and both her Bachelor of Arts Degree and Master of Arts Degree from the University of Northern Iowa. Lexie is currently a doctorate in public health student (DrPH) with an epidemiology concentration at the University of Nebraska Medical Center. She has held positions in nursing, health education, public health, healthcare marketing, and previously with the bureau as a Disease Intervention Specialist (DIS). Lexie was instrumental in developing and implementing the RHS program (Academic Detailing) in Iowa's rural communities. In her RHS role, Lexie educates a variety of different stakeholders on best practices related to HIV, STIs, and Hepatitis in central Iowa. Lexie has helped support the Sexually Transmitted Infection (STI) Program as a DIS due to COVID-19 and helped as a COVID-19 contact tracer at the height of the COVID-19 pandemic.



**JONATHAN HOFFMAN, PHARM D, MBA**

***US Department of Veterans Affairs, VHA***

***VISN 19 PBM Program Manager, Academic Detailing Service***

Dr. Jonathan Hoffman, PharmD, MBA is a graduate of Nova Southeastern University College of Pharmacy and H. Wayne Huizenga School of Business and Entrepreneurship in 2008. He immediately joined Intermountain Healthcare in Utah as a program manager developing new business supporting expansion of ambulatory clinical pharmacy services through the national 340b program. In early 2011, he moved North along the Wasatch Front and joined the clinical staff at the George E. Wahlen Department of Veterans Affairs Medical Center in Salt Lake City as a primary care Clinical Pharmacy Practitioner. Eight years later, he joined VISN 19 as an Academic Detailing Program Manager. This dynamic role initially had him supporting rural care across Montana and Wyoming as part of the National e-Detailing pilot aimed at connecting providers using virtual care modalities like VA Video Connect and expanding prescribing of Naloxone. He continues to support VISN 19 producing new media while working closely with clinical staff as an academic detailer across Utah, Northern Wyoming and Western Colorado.



**GWENDOLYN HOOKS, MA LPC**

***MIDAS Academic Detailer, Center for Clinical Management Research, VA Ann Arbor Healthcare***

***Pronouns: she/her/hers***

Gwen has been with the Veterans Affairs Center for Clinical Management Research for 5 years. She earned her Masters degree in Counseling Psychology from Bowie State University in 2010. She also holds licensure as a professional counselor in the state of Michigan. Prior to her VA experience she worked in the private sector as a therapist. This experience along with years in VA research has uniquely prepared her for her current role as an Academic Detailer within the new MIDAS QUERI program.



**VISHAL KINKHABWALA, MD, MPH**

***HIV Prevention Activities Coordinator, Michigan Department of Health and Human Services***

Vishal Kinkhabwala is an active part-time detailer and the HIV Prevention Activities Coordinator with the State of Michigan and has been in this role for just over 3 years. Through this position, Vishal works to educate medical providers, residents, fellows, and medical students regarding HIV and STI prevention strategies in order to ultimately increase access to PrEP, nPEP, and HIV/STI testing across the state. Vishal has also been a Training Facilitator with NaRCAD since 2021. Prior to these roles, he worked as a Disease Intervention Specialist in the lower Hudson Valley at the New York State Department of Health. Vishal has an educational background in clinical medicine and public health and is passionate about healthcare and people. Outside of work, Vishal is an avid Chicago sports fan (as a Chicago suburb native) and enjoys traveling, a good hike, and a solid Dad joke. Vishal is excited to be a part of this conference this year!



**CONNIE KITCHENS, PHD**

***Public Health Policy Manager, Utah Controlled Substance Database***

***Pronouns: she/her/hers***

Connie joined the Utah Department of Commerce, Division of Professional Licensing in fall 2021. She has many years of experience in public health, with much of it being tied to substance abuse prevention. Most recently at the University of Utah as the Director of Community Outreach with the Program of Addiction Research, Clinical Care, Knowledge and Advocacy. She is a co-investigator for the HRSA Addiction Medicine Fellowship program at the University of Utah. She taught Public Health full-time as an assistant professor at two colleges. Dr. Kitchens has been the leader for many grants and programs throughout her career.



**AMY LUCERO, BPH**

***Program Manager, Center for Health Innovation (CHI)***

***Pronouns: she/her/hers***

Amy manages the academic detailing program in the State of New Mexico, known as Understanding Provider Demands and Advancing Timely Evidence (UPDATE NM). The program focuses on chronic non-cancer pain management and buprenorphine prescribing for opioid-use disorder. She graduated from the public health program at New Mexico State University and has been with CHI since January 2020, focusing on provider recruitment and content research. Amy also has worked as a Crisis Advocate with Tucson Sexual Assault Response Services, gaining knowledge in infectious diseases and the role of trauma in substance use.





**TONY DE MELO, RPH**

***Director of Clinical Education Programs, Alosa Health***

Tony manages field staff and leads academic detailer trainings at Alosa Health. He attended Massachusetts College of Pharmacy and Health Sciences in Boston, where he received a BS in Pharmacy with a minor in Business Administration. This business interest led him to work for several pharmaceutical companies as a sales representative, account manager, training manager, district/regional manager, associate director of managed markets training, head of sales training, and development & marketing product manager. He has also worked for smaller businesses that were looking to grow their sales and marketing programs. Throughout his career, Tony has successfully sold, marketed, trained, led, designed, developed and executed solutions to meet business objectives.



**DARLA PETERSON, BS**

***Regional Health Specialist, Bureau of HIV, STI, and Hepatitis, NuCara Capacity Extension Division of Public Health, Iowa Department of Health and Human Services***

***Pronouns: she/her/hers***

Darla has been with the Bureau of HIV, STI, and Hepatitis, Capacity Extension Program as a Regional Health Specialist (RHS) for the last 6 years and brings with her 29 years of experience in the field. She earned her Associate Degree in Business from Western Iowa Tech Community College and Bachelor of Science Degree in Business from Bellevue University. Darla was instrumental in structuring and implementing the RHS program (Academic Detailing) in Iowa's rural communities. In her work, she educates a variety of different stakeholders that include medical providers and nurses, mental health and substance use providers, and correctional staff on best practices related to HIV, STIs, and Hepatitis C. Darla serves as the co-chair for the Workforce Focus Area for Iowa's effort to end the HIV epidemic, Stop HIV Iowa. Prior to this position, Darla managed an HIV program at a community health center for more than twenty years.



**CHIRAG RATHOD, PHARM D**

***Academic Detailer, Illinois ADVANCE, UIC College of Pharmacy***

Chirag is a clinical pharmacist, academic detailer and instructor with Illinois ADVANCE at the University of Illinois-Chicago (UIC). He graduated with a Doctor of Pharmacy degree from Midwestern University in 2012 and has been working at UIC ever since. During his time at UIC, he has been involved in a number of collaborations with the College of Pharmacy, College of Dentistry, and College of Medicine in addition to teaching Medical Improv, which utilizes the techniques of improvisation to improve communication skills amongst current and future healthcare practitioners.

He has also been focused on academic detailing, including program planning, presentations to recruit organizations, creating educational material, training staff, facilitating role plays and providing individualized feedback, and detailing prescribers. He trained with NaRCAD in 2019 during their Spring Training Series to develop his skills as an academic detailer and has also presented at the NaRCAD annual conference. His interests include performing improv, podcasting, sports and hanging out with his sister's dog. Fun fact: Chirag hiked Mount Kilimanjaro in February of 2022.



**TRISH RAWN, BSCPHM, PHARM D**

***Clinical Service Director, Centre for Effective Practice Academic Detailing Service (Ontario, Canada)***

***Pronouns: she/her/hers***

Trish has been with the Centre for Effective Practice since 2015. In addition to her work as Clinical Service Director, she is also an academic detailer with the center. She has extensive experience in hospital pharmacy, continuing education for health professionals, critical appraisal of health literature, medical writing, and patient health coaching programs. She is also a certified health coach specializing in health behavior change. This experience has helped her develop ongoing collaborative relationships with the health professionals she details and encourage adoption of evidence-informed best practices.



**SHUCHIN SHUKLA, MD, MPH**

***Faculty Physician, Mountain Area Health Education Center (MAHEC)***

Shuchin Shukla, MD, MPH, was born and raised in New Orleans, Louisiana. He completed medical school and public health school at Tulane University and completed a residency in family medicine at Montefiore Medical Center in the Bronx, New York. He worked in the South Bronx for 5 years following residency, providing primary care for adults and children, as well as for adults living with HIV. He also served as medical director for Montefiore Project INSPIRE, a primary care based Hepatitis C treatment program. He then moved with his family to Asheville, North Carolina, where he currently serves at Mountain Area Health Education Center (MAHEC) as faculty physician and Clinical Director of Health Integration.

He is an associate clinical professor of medicine in the Department of Family Medicine at the School of Medicine, University of North Carolina in Chapel Hill, and is a Diplomate of the American Board of Preventive Medicine, Board-Certified in Addiction Medicine. Additionally, he is a Robert Wood Johnson Clinical Scholar. He leads on various initiatives and projects around addiction, HIV, Hepatitis C, homelessness, and the criminal justice system. He is excited to join the NaRCAD team as a training facilitator. His main experience as a detailer has been focused on improving evidence based provider interventions related to opioids, pain, and addiction.



**INGRID LUNDE STEEN, PHARMACIST, MS**

***Director of KUPP – The Norwegian Academic Detailing Program***

***Pronouns: she/her/hers***

Ingrid has been associated with KUPP since 2018, starting as an academic detailer in 2019. She has been detailing on several campaigns, including Better Use of Opioids, and Better Use of Menopausal Hormone Therapy. Currently she is the director of KUPP, involved in both program and materials development/design, training new academic detailers, coordinating scheduling and conducting detailing visits, and program evaluation. In addition to KUPP, Ingrid works 50% as a drug consultant at RELIS, a national network of four regional medicines information and pharmacovigilance centers in Norway. She answers medicine-related questions from health care professionals both for individual patients and of more general character. On a regular basis, RELIS also offers regional courses or seminars on medicine use and safety, and lectures at respective local colleges and universities. Ingrid has a passion for education outreach, providing evidence-based pharmacotherapy to general practitioners. Ingrid lives in Trondheim, Norway, spending a lot of her time running, trying to get in shape for the next marathon.





**JACKI TRAVERS, PHARM D**

***Clinical Academic Detailing Pharmacist, Pharmacy Management Consultants***

***Pronouns: she/her/hers***

Jacki joined Pharmacy Management Consultants (PMC), a division of the University of Oklahoma College of Pharmacy, in 2015. She leads the academic detailing program for PMC and serves as a training facilitator for NaRCAD Academic Detailing Techniques trainings. Her AD efforts are primarily in service to Oklahoma Medicaid providers, who in turn care for some of the state's most vulnerable population. Since earning her PharmD degree from the University of Oklahoma, she served in the practice settings of independent, hospital, and clinical pharmacy. She currently develops detailing materials, delivers detailing services, and analyzes program results for multiple topics as part of a statewide plan. Her program efforts focus on bridging the gap between information and application in order to provide quality health care in a fiscally responsible manner.



**LISA A. WEBB, LCDC, CTPP**

***Academic Detailer, Baylor College of Medicine***

Lisa A. Webb is a Licensed Clinical Dependency Counselor in Houston, Texas. She graduated from the University of North Florida in 2003 with her BA in Psychology with a Sociology minor. Having practiced as an LCDC in the Houston area since 2009 she has treated patients and families who struggle with substance use disorders. Lisa also serves on the Board of Directors for the Houston Chapter of Texas Association of Addiction Professionals. Currently she works for Baylor College of Medicine as a Health Educator specializing in evidence based practices in treating substance use disorders. She is an Academic Detailer on a grant titled Bringing Alcohol and other Drug Research to Primary Care, funded by the National Institutes of Health, National Institute on Alcohol Abuse and Alcoholism. She enjoys the connections made during each visit and identifying how the evidence can support each provider in their own unique way. Lisa's passion for caring about people who struggle with SUDs is what drives her to seek better solutions for treating this devastating illness.

Lisa is married to Alan and they have a daughter, Jade. In her free time she enjoys spending time with family and friends, cooking, outdoors and hanging out with her pets and volunteering at a no-kill animal shelter to help abandoned animals get off the street.



**CAROLYN WILSON, MPH, CHES, NCTTP, CPS**

***Senior Health Program Coordinator, Ledge Light Health District***

***Pronouns: she/her/hers***

Carolyn is a health educator and prevention specialist currently focused on substance use prevention and academic detailing in Southeastern Connecticut. Carolyn has been in the substance use prevention field for 12 years and has been the Academic Detailing Coordinator for Ledge Light Health District for two years. She has a background in public health, health promotion and behavioral science. Carolyn also coordinates the Groton Alliance for Substance use Prevention (GASP) focusing on underage drinking prevention using the Strategic Prevention Framework. When time and funding allows, she conducts tobacco cessation programs in the community. Carolyn is passionate about linking primary prevention and harm reduction into academic detailing sessions. She enjoys building relationships with providers and sharing her areas of focus with them.

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# SUPPORTING YOU & YOUR TEAM

## IT'S WHAT WE'RE HERE FOR

Whether we're training new educators from state and local public health departments, helping organizations develop their campaign messaging, creating and refining resources and tools to strengthen educators' success rates, or connecting educators through our extensive Partner Network and annual conference series, we're always working to amplify the powerful impact of clinical outreach education.



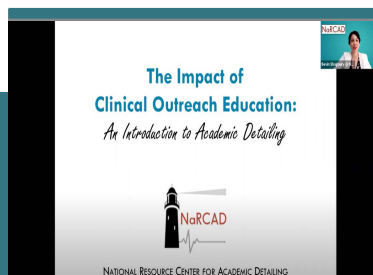
### A PASSION FOR CHANGE: THE INNOVATION OF AD



Hear from detailers and staff on the impact of academic detailing and what they love about it.



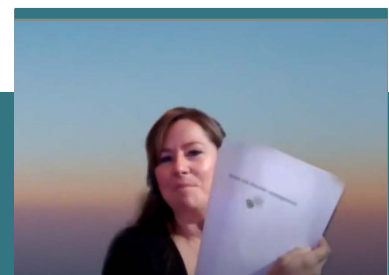
### THE IMPACT OF CLINICAL OUTREACH EDUCATION



Watch a brief introduction video on academic detailing and how it can improve patient care.



### MOCK DETAILING VISIT ON MOUD



Watch our NaRCAD staff conduct a mock detailing session on medications for opioid use disorder.

# ACADEMIC DETAILING TECHNIQUES TRAINING

Ready to start? Need to refresh?

Learn to effectively communicate best evidence and critical tools to front line clinicians.

NaRCAD offers

**free, 45-minute 1:1 role play sessions** to any NaRCAD training graduate who is actively detailing. This session is to support detailers in honing their communication skills.

## SAVE THE DATE: AD 101 + 201 Techniques Trainings

### 2023 Virtual Sessions:

#### AD 101 Techniques Training

January 31-February 2, 2023  
Daily Sessions, 1-5 p.m. ET

#### AD 201 Techniques Training

January 30, 2023 , 1-5 p.m. ET

Registration opens December 1, 2022!

## NaRCAD Training Quick Facts

1020



61



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## NaRCAD COMMUNITY RESOURCES



### **AD LITERATURE ARCHIVES**

**A comprehensive collection of academic detailing studies and publications**

We update our AD archives every year to include the most current research on academic detailing.



### **OPIOID SAFETY TOOLKIT**

**Best practices in academic detailing for opioid safety**

Shareable resources to build your academic detailing program. Resources include CDC guidelines, MOUD materials, patient-facing materials for clinicians, and more.



### **HIV PREVENTION TOOLKIT**

**Best practices in academic detailing for HIV prevention**

This toolkit includes campaign materials for programs across the U.S., fact sheets, publications, mock detailing videos, and more.



### **E-DETAILING TOOLKIT**

**Curated tools to facilitate effective virtual visits**

Explore tools and resources to help support detailers during virtual visits.



### **MATERIALS TOOLKIT**

**Resources for building an academic detailing program**

Resources include a quick-reference guide on recruitment, sample tools for getting the 1:1 visit, program detailing aid examples, evaluation resources, and more.



### **WEBINAR SERIES**

**Peer-to-peer learning opportunities and best practices sharing across North America**

Review our archive of pre-recorded webinars on clinician stigma, building blocks for new programs, sustainability, evaluation, and recruitment.

# INTRODUCING OUR NEW INCLUSIVITY TOOLKIT



## **This toolkit will support our detailing community in:**

- Understanding stigma within the healthcare community
- Addressing stigma in clinical settings and 1:1 visits
- Educating clinicians on best practices for patient centered, inclusive care

## **WHAT'S IN THIS TOOLKIT?**

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Curated tools to support and address stigma in healthcare settings. Topics include, implicit bias, cultural humility, and communication strategies.

**[CLICK HERE TO EXPLORE THE TOOLKIT.](#)**

**More to come in 2023.**

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# DETAILS BLOG

**Capturing Stories from the Field**



We highlight lessons learned in clinical education through **interviews, features, event recaps, and guest blogs**, offering clinical educators the chance to share findings with their peers from across the globe.

Contact us at [narcad@bmc.org](mailto:narcad@bmc.org) if you'd like to showcase your program's success and lessons learned.



## **THE IMPACT OF CHILDHOOD EXPERIENCES ON PATIENT HEALTH: AD TO ENCOURAGE TRAUMA-INFORMED CARE**

*Anna Morgan-Barsamian, MPH, RN, PMP | NaRCAD*

"As we've jumped right into 2022 programming, our team at NaRCAD continues to support detailing efforts that improve outcomes for vulnerable populations, recognizing that patient needs are complex and often informed by social determinants of health. One critical topic for which we've developed resources focuses on detailing to improve patient health as informed by both adverse and positive childhood experiences."

[READ MORE](#)



## **USING AD TO REDUCE STIGMA ASSOCIATED WITH OPIOID USE DISORDER**

*Trish Rawn, BScPhm, PharmD | Centre for Effective Practice*

When we first started detailing on chronic non-cancer pain (CNCN), opioid tapering, and OUD, there was a lot of fear and stigma among clinicians. They didn't want to be known as the doctor "prescribing all the opioids." Some clinicians were concerned that they might get in trouble, and they'd say things like, "I don't have any of those patients" or "They're all inherited patients."

[READ MORE](#)



# THE FLOW OF EVIDENCE-BASED INFORMATION CAN MEAN THE DIFFERENCE BETWEEN LIFE AND DEATH

**By:** Jerry Avorn, MD, Co-Founder & Special Adviser, NaRCAD



Inside the world of academic detailing, we're all convinced of the clinical power of information transmission when done well, and of the harm that can result if it's done badly or not at all. But outside our mighty little community, many are skeptical about whether pushing out accurate evidence really has such enormous effects. A silver lining of Covid-19 as it recedes a bit into the rearview mirror is that the experience can help us put some of those questions to rest once and for all.

Many lives were changed by the effective, accurate transmission of medical reality about the virus, how to prevent its terrible consequences, and how best to treat people who are infected. Thousands of doctors and millions of patients were offered and acted on accurate information about covid, and the point was nailed down by its counter-factual: the millions of patients (and yes, some doctors and health care professionals as well) who received and acted on bad information, with tragic consequences. It was the same virus, more or less, the same vaccines, the same effective and ineffective treatments: sort of a controlled study in which effective transmission of evidence-based facts was lifesaving, and its opposite was often lethal.

Covid was just the most dramatic and recent example of issues that all of us interested in academic detailing have been grappling with for years. It was like a student coming to class one day to confront a surprise pop quiz that will determine three-quarters of the grade. Those who had been diligent all semester could deal with it handily, while those who hadn't been paying enough attention are astonished and devastated. It's the same for the transmission of clear information about most of the medical conditions our programs confront every day.

The pandemic was just the most striking recent example of the good effects of getting this information-transfer right, and the terrible consequences of getting it wrong. We've seen this movie before, in preventing and treating cancer, diabetes, heart disease, maternal and infant mortality, and a host of other conditions for which we have good preventive and therapeutic options to teach about to save lives (and huge costs) by handling that information transfer well, or lose lives and treasure if we do it ham-handedly.

It's been estimated that by early 2022, the risk of illness and death from Covid was determined more by the flow of information than by the biology of the virus. That sounds dramatic, but it's probably been equally true for years for the other conditions noted above. The pandemic was like a controlled experiment: when confronted by the same infectious agent (more or less) and the same preventions and treatments, some health care systems and communities did much better than others. True, the problem was often lack of access; but another major cause was lack of good transmission of accurate knowledge.

This should be a bracing call to action for academic detailing programs as well as the healthcare delivery system as a whole. If the effective dissemination of accurate, actionable facts can play such an important role in infectious disease, cardiovascular illness, diabetes, pediatrics, obstetrics, and nearly every other branch of health care, the good news is that the "pop quiz" of Covid that we've just lived through can remind us how much we can do to enhance that flow of education to transform the best science into the best practice – as well as the awful consequences of getting it wrong.





## A COUNTY APPROACH TO OPIOID SAFETY: BUILDING RELATIONSHIPS ACROSS COMMUNITY SETTINGS

*An interview with Carolyn Wilson, a Senior Health Program Coordinator at  
Ledge Light Health District*

By: Anna Morgan-Barsamian, MPH, RN, PMP,  
Senior Manager, Training & Education, NaRCAD





**Carolyn, we're thrilled to feature you on our DETAILS blog! I know you wear many hats – can you tell us about your current job role?**

I'm a health educator working within primary prevention, an academic detailer, and the host of our health district's television program called Healthwatch. Healthwatch covers topics like mental health, physical health,

disaster preparedness, general public health, COVID-19, environmental health, and disease prevention. I've been with Ledger Light Health District for 11 years.

**It seems like improving patient and community health outcomes is a common thread across all your roles. What primary prevention work or related projects complement your AD work?**

Depending on what topic I'm detailing on, I lean into my primary prevention work or the harm reduction work that my colleagues are working on.

One of the larger initiatives I often share with clinicians during detailing visits is the Naloxone and Overdose Response App (NORA) project. The Department of Public Health developed a web-based application that can be downloaded directly to your phone. It has information about preventing, treating, and reporting opioid overdose. The app can be used by both folks in the community and clinicians. I also speak to clinicians about proper medication storage and disposal while promoting our "Take it To The Box" Initiative.

**We love to see programs using AD to spread the word about broader, community-focused initiatives. Are there other ways that your opioid-related AD work overlaps with work being done within your department?**

Yes! I'm so lucky to be able to work in the office side-by-side a recovery navigator. She helps link folks in the community to addiction services. Every day we say things like, "hey, I overheard you talking to that pharmacist just now – do they know x clinician?"

We often share resources and try to work together to ensure that community health goals are achieved, often by making sure that the work people are doing is connected rather than existing within silos. It all comes down to helping one another work towards a common goal.

**What better way to work towards a common goal than to share resources across colleagues and projects! Can you share a story from the field where there was an intersection among various projects?**

I detail a lot of advanced practice nurses (APRNs) and also work with them on some of my primary prevention projects. The overlap in projects helps me build strong relationships with these clinicians. I sometimes work with school-based health centers as part of my prevention work, and these health centers are typically run by APRNs. These centers act as an access point to care for many students and families. It's essentially a primary care clinic right in the school.

The Child and Family Agency oversees the school-based health centers in southeastern Connecticut and reached out to me after a horrific event in a Connecticut middle school. A few months ago, a 12-year-old got access to fentanyl and brought it to school. He overdosed and passed away a few days later at the hospital.

We haven't seen many overdoses in schools, but after this happened, a lot of schools started looking at their policies and school-based health centers wanted to have naloxone on hand. The medical director of the Child and Family Agency advocated for a policy that required all school-based health centers to have naloxone and to be trained in administering it.

**What a devastating story. Have the school-based health centers been able to put these types of new policies into place?**

When one of the clinicians from the Child and Family Agency reached out to me, she said, "Carolyn, I know you do this kind of work. You trained me in naloxone not too long ago during an academic detailing visit. I'd like to have a naloxone training for my nurse practitioners in the school-based health centers. I want naloxone available in all of our clinics."

This type of request would typically be delegated to somebody else in our department, but because of the relationships I had built through academic detailing, I was asked to provide the training, and I did. As a result, the school-based health centers now all have access to naloxone and the clinicians know how to administer it.

**It's incredible that you'd built trusting relationships with clinicians enough to be asked to provide this training, contributing to changing a policy in a span of one or two months.**

It means a lot that they came to me because they trusted me and knew I could get it done for them. I truly don't think I would have been involved if it wasn't for my academic detailing work.

**I agree. It's been a pleasure learning about your work and your unique approach to academic detailing. We're excited to follow along with you on your AD journey as you continue to promote health across your community.**

*Explore more public health conversations*

[on the DETAILS Blog.](#)





## A NEW VISION: COLORADO'S COMMUNITY-BASED DETAILING APPROACH

*An interview with Rachelle Woods, MSN, RN, Nurse Consultant  
Colorado Department of Public Health and Environment (CDPHE)*

By: Aanchal Gupta, Program Coordinator, NaRCAD





**Hi Rachelle! We're so excited to learn more about the work you're doing. To start, can you tell us about your background and your current role?**

I've been a registered nurse in the state of Colorado for 26 years. My clinical background is obstetrics and gynecology (OB/GYN), which includes family planning, HIV/STI education, and direct patient care. I've also taught OB/GYN and other health

courses at a few nursing schools and universities as well as in the community.

I've been at CDPHE for a little over three months and will be functioning as a nurse consultant and public health detailer. I'm currently working to harness a deeper understanding of the needs of each of the communities that I'll be serving within our state. In order to do that, I'll be conducting a statewide community needs assessment. I plan to tailor the needs of each geographic area when detailing to identify areas of urgent need and take into consideration epidemiological concerns among special populations.

CDPHE is implementing a public health detailing approach to control STI and HIV infections which are increasing in Colorado and across the nation. My role is to serve as both a recruiter and consultant to optimize healthcare integration of public health prevention practices regarding STIs, HIV, and viral hepatitis within our state.

**It's exciting to hear how your background intersects with your current role at CDPHE. I'm curious about the community aspect that you spoke about. What services and supports already exist in your community for the patient populations you're working with?**

CDPHE has 80 contracts with several community-based organizations and local public health agencies throughout the state. Our goal is to collaborate across sectors and provide services within several of our communities. Our partners include pharmacies, pharmacists, clinical providers, non-clinical persons, public health agencies, publicly funded healthcare centers, and other community-based organizations.

**It's important to leverage others in the community to provide the best care and support to patients. Tell us about CDPHE's prior successes with HIV PrEP detailing.**

We had a public health detailer a few years back that focused on PrEP rollout. Between 2014 to 2019, PrEP use increased from 383 to 3,659 among Coloradoans. We're

now working on expanding our public health detailing program and have been focused on partnering with other local agencies to bring the best evidence to clinicians. The Denver Health and Hospital Authority has helped us disseminate relevant updates to providers so that we can better meet the needs of Colorado's most vulnerable populations.

**It's impressive that your program had success with your first detailing intervention and that you're continuing the momentum with a community-based approach to detailing. Since you began the role a few months ago, what resources helped you to learn more about academic detailing?**

I spent a great deal of time on the NaRCAD website and reviewing our internal resources. I was introduced to NaRCAD by my director, Rosemarie. She said, "I know that you have experience with educating clinicians, but I want you to take a look at this organization and see if perhaps there could be anything of benefit for you."

I spent a whole week absorbing the materials on the NaRCAD website. Being able to access the webinars and videos on demand was especially helpful. I'm somebody who likes to keep my finger on the stop button when watching a video so I can replay and relisten. I loved the fact that I could get a firm grasp of the concepts of AD at my own pace.

**I'm glad you found the NaRCAD website to be useful as a new detailer. Based on that, if someone were in your shoes and was just starting out as a detailer, what advice would you give them?**

When you initially step into something new, you're outside of your comfort zone. Do you harness the fear and turn it into excitement for learning or do you shy away from it? It's important to step into it and remember that the goal is to better the communities that we live in. Take that excitement and run with it. Don't be afraid – as long as your intentions are in the right place, everything's going to work out.

**Definitely! I'm sure that's a reminder many of us need to hear. Thank you so much for speaking with us, Rachelle! We look forward to hearing more about your findings from the community needs assessment and your exciting detailing project.**

*Explore more public health conversations*  
**on the DETAILS Blog.**



# WORDS OF AD WISDOM: TRAIN YOUR BRAIN

*This series features tried-and-true practices from our AD experts.*

**Guest blogger:** Zack Dumont, BSP, ACPR, MSPharm, NaRCAD Facilitator, Academic Detailer, RxFiles Academic Detailing Service  
**Curated by:** Anna Morgan-Barsamian, MPH, RN, PMP, Senior Manager, Training & Education, NaRCAD

## Model the compassion you expect from others.



In recent years, the academic detailing community has been trying to recognize the harmful role of stigma in many clinical settings and to include stigma reduction in our detailing messages. In applying this framework, **we encourage an empathetic view of people who experience stigma**. They don't choose to have addictions, exhibit certain behaviors, or to be 'villainous'. We can all agree they don't deserve harsh judgment and criticism.

I invite you to bring forth your most charitable mindset for a moment and apply that same framework when you encounter stigma during a detailing visit. Imagine that the clinicians or people you detail hold stigma not because they want to stigmatize others, but for some more relatable reasons: they're impressionable, they're naive, they're vulnerable. In the same way that a clinician wouldn't expect someone with a substance use disorder to suddenly recover if harshly confronted, we can't expect the person who stigmatizes to respond to similar tactics.

Be **patient**, be **persistent** (after all, you care and want them to be their best selves), and be **persuasive** with those that you're detailing. You have a lot of natural talent, training, and experience to efficiently help people make informed decisions through detailing visits. Don't limit it to therapeutic decision-making; extend it to the mental and emotional aspects of care, as well.

## Balance and refine your self-reflections.

Alone or with a colleague, find a quick and easy way to **debrief after each visit** – save the more intense feedback for quarterly or annual reviews. Maybe it's asking two simple questions like, "What went well?" and "What could have gone better?" and taking a moment to reflect on each.

And, just like AD visits which are 90% prep and 10% execution, the more the better when it comes to 'prepping' your self-reflection questions. So, "**What went well?**" could be more specific to one of your strengths:

- *How did I bring my warmth and friendliness to the visit?*
- *What did I do that helped explain the evidence as well as I'm known for?*

Your "**What could have gone better?**" question could focus on an area of improvement unique to you:

- *Did I remember to listen more than talk? How many minutes did I spend doing each?*
- *Did I embrace the prescriber's skepticism, or did I shy away from it again?*

This isn't easy, but it's low risk with the potential for big reward... so I encourage you to jump in!





# REACHING A MILESTONE: CELEBRATING 1000 TRAINEES!

## Celebrating 1000 Trainees

We are proud to announce that our team at NaRCAD has trained over 1000 people in the techniques of academic detailing. We've conducted 60 trainings for detailers working on an amazing range of clinical topics since our first techniques training in 2011. Thank you for growing with us as we've expanded from two trainings a year to offering eight trainings in 2022. In honor of reaching this milestone, we've compiled testimonials from some of our trainees over the past 11 years.

"Just the **right amount of didactic, practice**, then **putting it all together**—I'm ready to develop materials & try it."

"I now have the **confidence** to carry out a successful educational visit!"

"The small groups were perfect for **interacting**, getting to know each other's backgrounds, and made conversations and learning enjoyable."

"I came away with refined **communication skills** and **improved clinical knowledge**, thanks to the outstanding facilitators."

"This was fantastic! I learned so much and [am] definitely more comfortable with detailing. It was friendly and **open to mistakes**, and I really appreciated it."

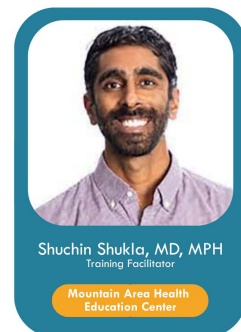
"I walked away with great **feedback**, knowing my strengths and where I can improve."

"It gave me **great insights** on the skills I need to be a successful detailer!"

"This training provides the opportunity to learn about AD in an interactive way that allows for **growth** through practice."

We'd like to thank our trainees for committing to improving patient outcomes through clinician education. We'd also like to thank all our past and current NaRCAD facilitators for providing our trainees with the skills needed to be successful and confident detailers. We're excited to share that we've had the pleasure of adding four more training facilitators to our team this year. **Welcome to the team, Julia, Jess, Chirag, and Shuchin!**

### Welcome NaRCAD's New Training Facilitators!



We look forward to continuing to work with all of you.

*The NaRCAD Team*

**The NaRCAD Team**

## WAYS TO STAY CONNECTED WITH THE COMMUNITY

Join us in our community discussions!



Through careful curation of peer matches, our mission is to connect community members with a like-minded peer with similar goals, to facilitate the sharing of best practices and experiences through meaningful 1:1 discussions. This program is a chance to network with members of the growing AD Community.

**Join our 2023 cohort! Stay tuned for more information.**

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Got stories to share about your most memorable field visit?  
Tips and tricks that make your AD program a success?  
Questions about how to launch your campaign?



**Join the discussion today!**

The forum acts as a communal resource generated by members contributing their hard-earned expertise and experiences. From support for e-Detailing to strategizing together about solutions to challenges, we have space for all of your AD needs.



These **interactive sessions** provide opportunities for you to connect and discuss with academic detailing peers in small breakout groups of 3-5 people on a wide range of topics, including, engaging public health leadership, gaining access, understanding the patient experience, and more.

**Continue to connect with us. Join us for our 2023 roundtables.**

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“NaRCAD makes people feel like they have something to contribute, which in turn fosters community and builds confidence in the AD professional.”

- *NaRCAD Community Member*

## NaRCAD TESTIMONIALS

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Read what our community is saying about our offerings including our annual conference series, academic detailing techniques trainings, and the strategy of AD on our [testimonial page](#).



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## NARCAD2022 WORDSEARCH

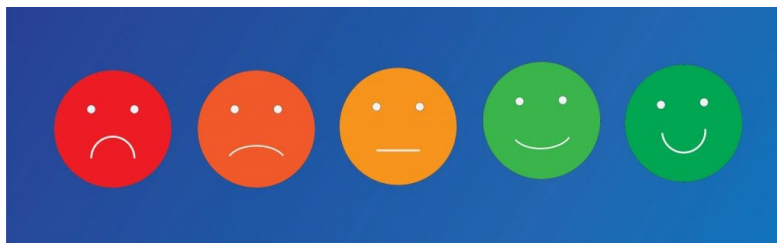
Need a quick break? Try out our AD word search below or [click this link](#).

S	E	N	Y	E	V	O	C	D	N	E	C	S	E
P	E	P	C	C	A	C	T	E	A	D	T	I	T
I	V	I	V	N	E	O	N	T	O	U	I	A	L
H	N	Y	I	E	D	N	L	A	Y	C	C	T	E
S	C	T	R	D	E	N	I	I	N	A	I	T	A
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R	N	L	I	I	N	N	O	V	A	T	I	O	N
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CLINICIAN  
DETAILER  
EVIDENCE  
LEADERSHIP  
VIRTUAL

COMMUNITY  
DETAILING  
INNOVATION  
OUTREACH

CONNECTIONS  
EDUCATION  
INTERACTIVE  
RELATIONSHIPS



## *Your Feedback Matters.*

Share your thoughts on each day of the conference and enter in our raffle to have **\$250 donated** in your name to a public health entity.

We'll apply your suggestions to future convenings.

Please click the links below to take our conference evaluations.

[Day 1](#), [Day 2](#), and [Day 3](#)



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Agency for Healthcare Research and Quality

Alosa Health

Baylor College of Medicine

Brigham and Women's Hospital

British Columbia Provincial Academic Detailing Service

Boston Medical Center

Centre for Effective Practice

Comagine

Department of Veterans Affairs (Utah, Northern Wyoming, and Western Colorado) Iowa Department of Public Health Capacity Extension Program

Kaiser Permanente

KUPP – The Norwegian Academic Detailing Program

RELIS – Regional Drug Information Center

Ledge Light Health District

Mountain Area Health Education Center

Michigan Department of Health and Human Services

New York City Department of Health and Mental Hygiene

New Hampshire State Department of Health

Pharmacy Management Consultants

RxFiles Academic Detailing

ThedaCare

University of Arkansas for Medical Sciences

Arkansas Department of Health

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Utah Department of Commerce, Division of Professional Licensing

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