

A grayscale photograph of two individuals in white lab coats shaking hands over a table. On the table are several documents, a laptop, and a white mug. The background is a plain wall with an electrical outlet.

The Innovative Strategy of Academic Detailing: Educating Clinicians on Overdose Prevention

Boston Medical Center

NaRCAD

Our NaRCAD Team



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QUESTION

Picture a busy clinician who's practicing at this very moment.

What's on the mind of that clinician right now?

QUESTION

**Most clinicians' lives
would be easier...**

...if they had

[_____.]

It takes 17 years for research to reach practice.¹

Only 14% of research reaches a patient.¹

Only 18% of administrators and practitioners report using evidence-based practices frequently.²

THE SCIENCE-PRACTICE GAP

Sources: *Yearbook of Medical Informatics 2000; Implementation Science 2010; Health Research Policy and Systems 2015*

THE GOAL OF ACADEMIC DETAILING

What the
evidence
says.

What's
happening
in practice.



WHAT DO CLINICIANS VALUE MOST?

What else?

COLLABORATION

RESOURCES

USABLE TOOLS

KNOWLEDGE

HONESTY

TRUST

TIME

RECOGNITION



THE NUTS & BOLTS OF AD:

It's interactive, educational outreach:

- 1:1 visits in the frontline clinician's office
- Individualized needs assessment
- Using educational "Detailing Aids"
- Communicates the best evidence

Information is provided interactively to:

- Understand the clinician's knowledge, attitudes, behavior
- Keep the practitioner engaged while continuing to assess needs
- Encourage behavior change via action-based key messages



- **The visit ends with an agreed upon commitment to specific practice changes**
- **Detailers stay in contact to support clinicians in adopting new approaches**
- **Over time, the relationship is strengthened, based on trust and service**



Why AD?

Clinicians need high quality data that is:

- ✓ **Relevant to real-world decisions**
- ✓ **Customized to their clinical setting**
- ✓ **Practical and usable**

Academic Detailing can offer:

- ✓ **Support in a stressful profession**
- ✓ **Ability to reignite clinicians' passion for care**
- ✓ **Continuous engagement through 1:1 visits**



Applying AD to Substance Use

Natural fit for AD framework:

- Providing evidence to improve clinician knowledge deficits
- Conveying specific clinician behavior changes sought
- Educational messages applicable to real world patient needs

With some challenges:

- Stigma re: substance use as well as towards specific subpopulations
- Discomfort re: overdose prevention discussions
- Belief that treating substance use is not for primary care



AD in Multifactorial Interventions

AD can play a key role when interventions require:

- Clinician engagement
- Education on best evidence
- Behavior change

AD can complement other elements of interventions:

- Working with other community stakeholders
- Patient advocates/navigators
- Economic support (e.g. medication assistance)

THE STEPS OF A 1:1 VISIT



QUESTION

What comes to mind when you hear the following?

“Pharmaceutical Sales Representatives”

QUESTION

**What comes to mind when
you hear the following?**

**“Researchers and
Academic Faculty”**

THE SWEET SPOT

**Pharmaceutical
Industry**

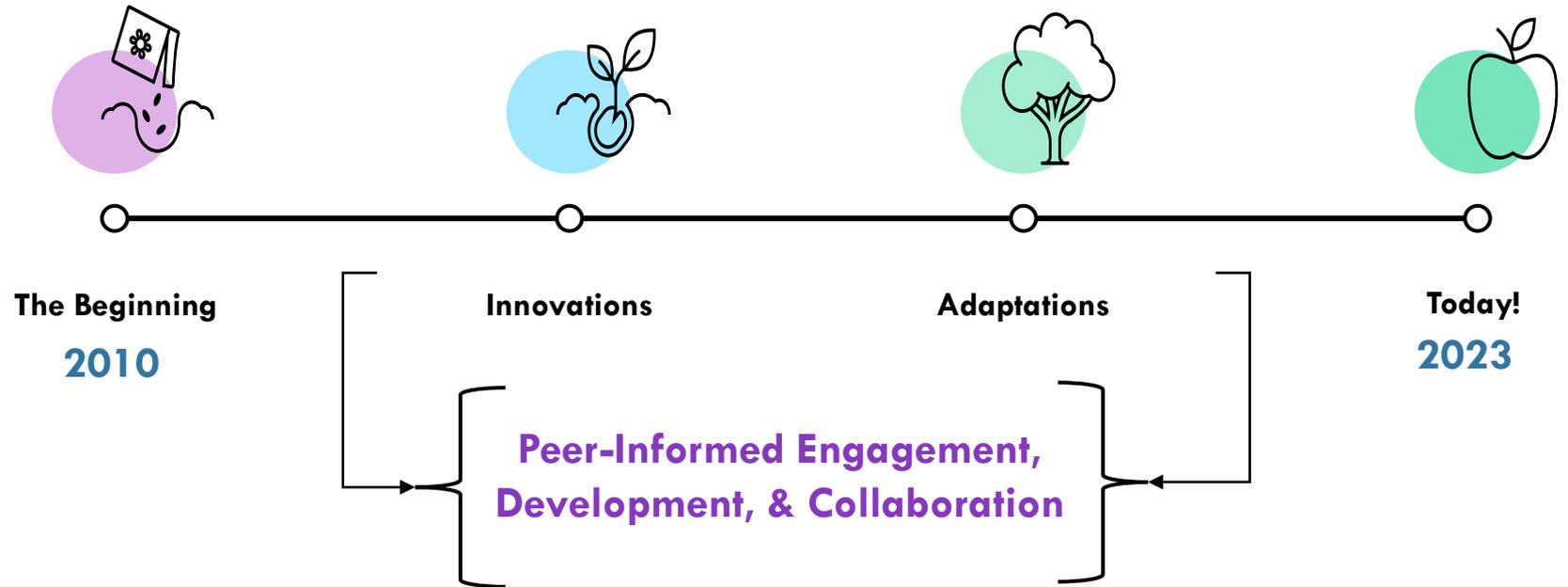
*Great
Communicators*

**Research/
Academia**

*Trusted Clinical
Information*

**Detailers with both of these skills,
and a commitment to healthcare improvement,
will be successful.**

OUR COMMUNITY'S INNOVATIONS & ADAPTATIONS



NaRCAD Resources

Let's explore our resources together!



[ABOUT](#)

[TOOLS & RESOURCES](#)

[WEBINARS](#)

[BLOG & E-NEWS](#)

[COMMUNITY](#)

[EVENTS](#)



GLOBAL LEADERS IN CLINICAL OUTREACH EDUCATION

Training & technical assistance to help clinicians provide better patient care.

WE'RE CHANGING CARE, ONE VISIT AT A TIME.



We've Reached New Heights



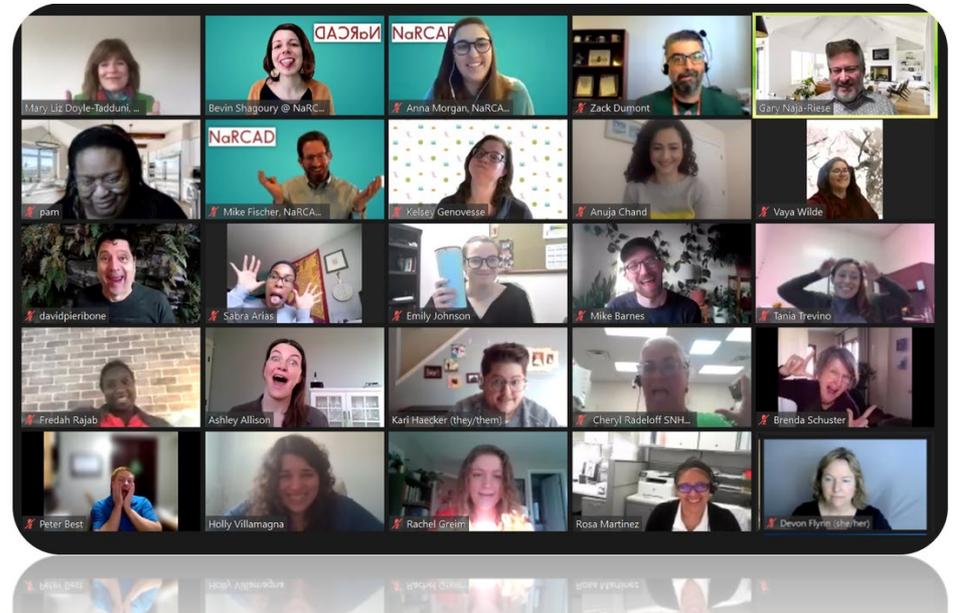
1070
People trained



62
Trainings
hosted



10
Expert training
facilitators





SAVE THE DATE: AD 101 + 201 Techniques Trainings

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

2023 Virtual Sessions:

AD 101 Techniques Training

May 23-25, 2023
Daily Sessions, 1-5 p.m. ET

AD 201 Techniques Training

May 22, 2023, 1-5 p.m. ET

Registration opens March 20, 2023!

Opioid Safety Toolkit

INTERVENTION TOOLKIT:

Best Practices in Academic Detailing for Opioid Safety

Shareable resources to build your Academic Detailing program.

AD INTRODUCTORY WEBINAR

Watch this introductory webinar on the impact of clinical outreach education.

AD PLANNING & IMPLEMENTATION TOOLKIT

Explore this toolkit from our partners at the University of Illinois Chicago on creating and implementing an AD program.

JOIN THE DISCUSSION

Interact with others in the academic detailing community from around the world.

Educational Tools & Materials

CDC: GUIDELINES & TOOLS

THE VA ACADEMIC DETAILING SERVICE: PAIN & OPIOID SAFETY INITIATIVE

PUBLIC HEALTH AD PROGRAMS: OPIOID SAFETY CAMPAIGN MATERIALS

MEDICATION FOR OPIOID USE DISORDER (MOUD) RESOURCES

OPIOID RESOURCES BY TOPIC

PATIENT-FACING MATERIALS FOR PROVIDER

Opioid Safety Detailing Aid:

Improving Patient Safety and Reducing Opioid Overdoses

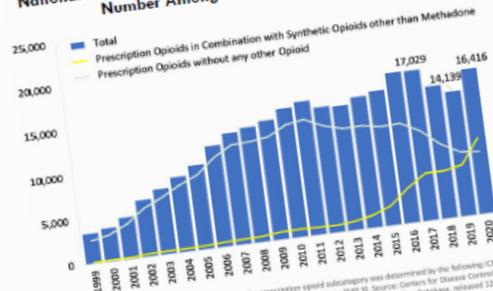
IMPACT OF THE OPIOID CRISIS



44 people
die each day in the U.S. due to prescription opioid overdose.²

From 1999 to 2020, more than
564,000
people have died from prescription and illicit opioid overdoses.²

National Overdose Deaths Involving Prescription Opioids³, Number Among All Ages, 1999-2020³



Primary care providers account for almost
50%
of prescription opioids prescribed.⁴

Opioid overdose deaths in 2020 were over
8.5x
the number in 1999.²

KEY MESSAGES

Adapted from the CDC guidelines for safer opioid prescribing.⁵



KEY MESSAGE 1
If opioids are needed, start prescribing at the lowest effective dose.



KEY MESSAGE 2
Use available PDMP Data to determine if patients have previously filled prescriptions for opioids or other controlled medications.



KEY MESSAGE 3
Prescribe naloxone to prevent fatal opioid overdoses.



KEY MESSAGE 4
Offer treatment for patients with Opioid Use Disorder (OUD), including Medications for Opioid Use Disorder (MOUD).



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HEALTHCARE INCLUSIVITY TOOLKIT FOR DETAILERS

Curated tools to explore and assess stigma in healthcare settings.

GETTING STARTED: Educational Tools & Materials



Understanding and addressing
resources related to:

- Implicit bias
- Cultural humility
- Communication strategies
- Best practices from our community

EXPLORE

ADVANCED STUDY: Clinical Topic-Specific Resources



Exploring clinical topic-specific
stigma related to:

- Substance use disorders
- HIV prevention
- Mental health

LEARN MORE

Capturing Best Practices



ABOUT TOOLS & RESOURCES WEBINARS BLOG & E-NEWS COMMUNITY EVENTS



THE DETAILS BLOG

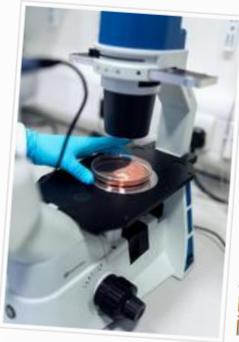
Using Data to Link Clinicians to Community Resources

9/30/2022

By [Anna Morgan-Barsamian, MPH, RN, PMP](#), Senior Manager, Training & Education, NaRCAD

An interview with [José Peña Bravo, PhD](#), Health Educator, [Florida Department of Health in Duval County](#).

Tags: [Detailing Visits](#), [Evidence-Based Medicine](#), [Opioid Safety](#), [Data](#)



Anna: Hi, José! Thanks for joining us on our DETAILS blog today. Your journey that led you to the academic detailing community is unique – can you share that journey with us?

José: Yes! My background is not originally in public health. I'm a biomedical researcher by training, specifically preclinical research using animal models. My dissertation work was on understanding the neurophysiological changes and different brain regions involved in behaviors related to substance use.

My intention was to stay in academia and start my own lab, but my plans changed during COVID-19 and the opportunity to work with the public health department in [Duval County](#) presented itself. It's been a learning curve for me to switch my perspective from preclinical research to public health—it's been an enjoyable journey so far!

Anna: I'm sure your biomedical research skills have a positive impact with clinicians during your detailing visits too, especially when clinicians want to discuss the neurobiology of substance use disorder. Speaking of visits, your detailing work is funded through [CDC's Overdose Data to Action \(OD2A\)](#) grant, which seeks to prevent overdoses. Can you tell us about what the work for this grant looks like in Florida?

Used Information Can Mean Life and Death

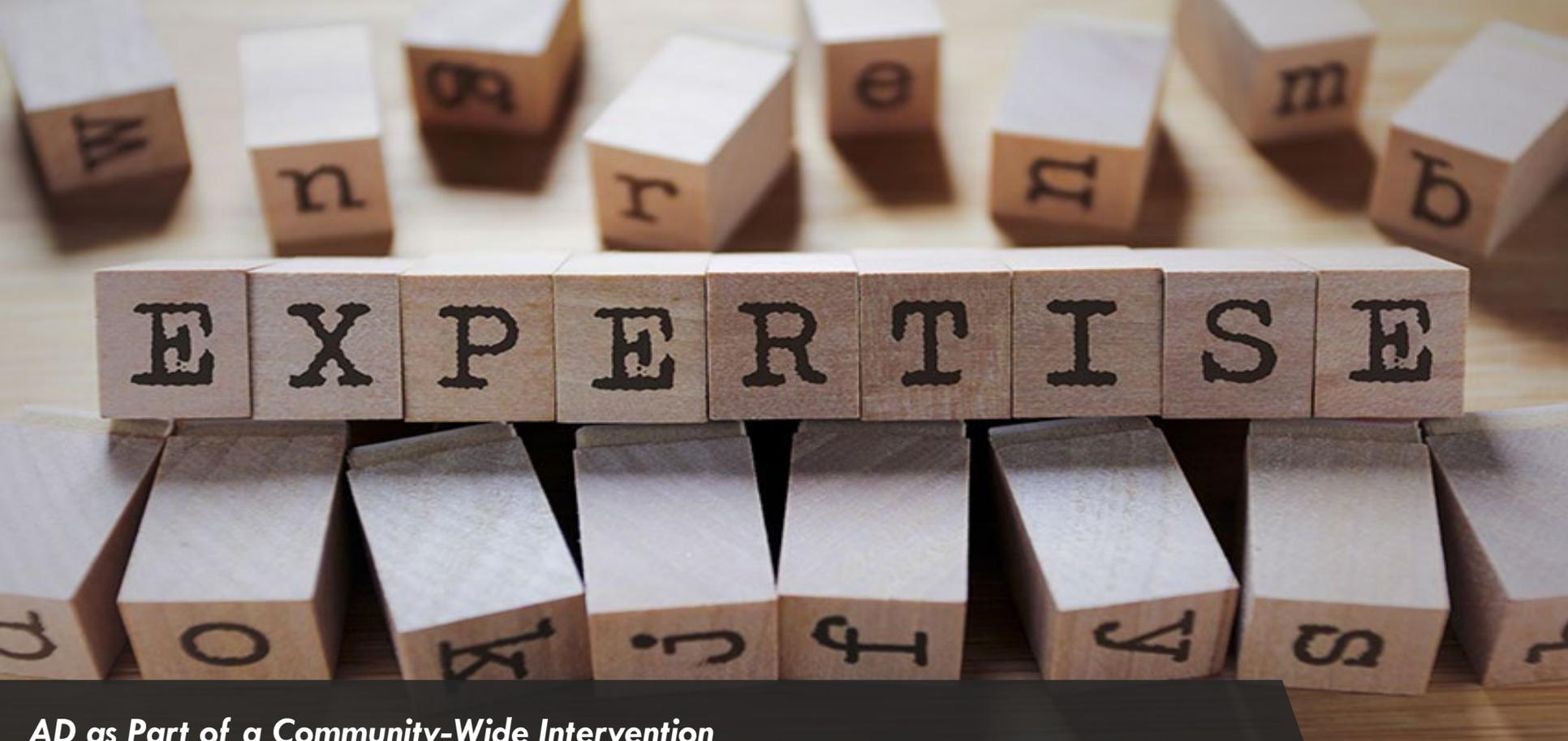
[Harvard Medical School](#)
[Adviser, NaRCAD](#)

[Medicine, Jerry Avorn](#)

Academic detailing, we're all convinced of the clinical power of evidence-based medicine when done well, and of the harm that can result if it's done poorly. But outside our mighty little community, many are skeptical about the value of putting out accurate evidence really has such enormous effects. As COVID-19 as it recedes a bit into the rearview mirror is that the academic detailing community put some of those questions to rest once and for all.

Accurate transmission of medical reality about the virus, how to prevent its spread, and how best to treat people who are infected. Thousands of doctors and health care workers acted on accurate information about COVID, and the point was that it acted on bad information, with tragic consequences. It was the same with the same effective and ineffective treatments: sort of a transmission of evidence-based facts was lifesaving, and its opposite was often lethal.

controlled
was often lethal.



AD as Part of a Community-Wide Intervention
Measuring Impact for Sustainable Programming
Building Blocks for New Programs
AD Overview Webinar
Clinician Stigma

Strategic Data Collection for Program Sustainability
Strengthening the Detailer-to-Clinician Relationship
Recruiting Detailers to Build a Strong Field Team
Pivoting to e-Detailing

AD Community Check-Ins



- A space to share solutions and identify usable resources
- Connect in small breakout groups of **3-5 peers** working on academic detailing projects
- **Past topics:** Tips for speaking to leadership, empathy with clinicians, understanding the patient experience, & more

SAVE THE DATE

AD Virtual Summit

WHEN: June 22-23, 2023

TIME: 12pm-5pm ET daily

WHERE: via Zoom



About the Summit

2-day virtual event focusing on tangible skill-building, program development workshops, real-time model detail critiques, and live interviews, all with ongoing interactivity and community networking.

Conference Hub

The home to the archived files of every NaRCAD conference since 2013.

Check out slides, recordings, and video of past conferences.



Refresh.

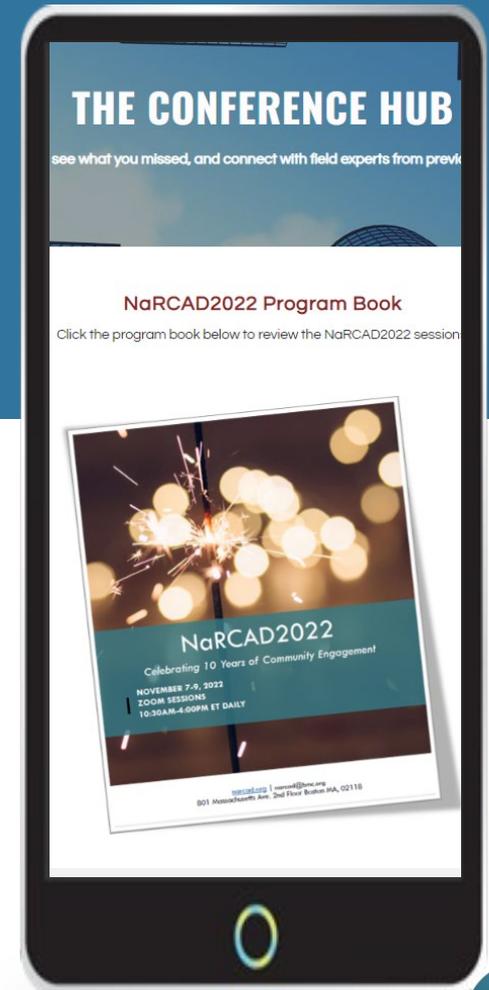


Rewind.



Reconnect.

Take a look at our NaRCAD2022 conference recordings and materials!



THANK YOU.

Learn more & say hello.



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