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

Boston Medical Center

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

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

1. Introduction
2. Needs Assessment
3. Key Messages, Features, & Benefits
4. Handling Objections
5. Summary
6. Closing Your Visit
What comes to mind when you hear the following?

“Pharmaceutical Sales Representatives”
What comes to mind when you hear the following?

“Researchers and Academic Faculty”
Detailers with both of these skills, and a commitment to healthcare improvement, will be successful.
OUR COMMUNITY’S INNOVATIONS & ADAPTATIONS

The Beginning
2010

Innovations

Adaptations

Peer-Informed Engagement, Development, & Collaboration

Today!
2023
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 frontline 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 PROVIDERS
Opioid Safety Detailing Aid:

Improving Patient Safety and Reducing Opioid Overdoses

Impact of the Opioid Crisis

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

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

National Overdose Deaths Involving Prescription Opioids* Numbers Among All Ages, 1999-2020

Key Messages

Adapted from the CDC guidelines for safer opioid prescribing:

1. If opioids are needed, start prescribing at the lowest effective dose.
2. Use available PDMPs to determine if patients have previously filled prescriptions for opioids or other controlled medications.
3. Prescribe naloxone to prevent fatal opioid overdoses.
4. Offer treatment for patients with Opioid Use Disorder (OUD), including Medications for Opioid Use Disorder (MOUD).
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).
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

ADVANCED STUDY:
Clinical Topic-Specific Resources

Exploring clinical topic-specific stigma related to:
- Substance use disorders
- HIV prevention
- Mental health
Capturing Best Practices

THE DETAILS BLOG

Using Data to Link Clinicians to Community Resources

9/30/2022

By Anna Martin-Garsonian, 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 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 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 Opioid Overdose Data to Action (CODA) grant, which seeks to prevent overdoses. Can you tell us about what the work for the grant looks like in Florida?

José: The CDC’s ODDA grant is an opportunity to focus on targeted data collection and dissemination of evidence-based information. It’s all about improving our community’s health and reducing the impact of the opioid crisis.PREPAREDRESEARCHER
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.

Take a look at our NaRCAD2022 conference recordings and materials!
Thank you.
Learn more & say hello.

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