# DAY 1: MONDAY, NOVEMBER 9TH, 2015
## Detailed Agenda & Session Descriptions
*All main sessions will be held in the Rotunda*
*Presentation slides will be available at on our Conference Hub page at narcad.org*

**8:30 AM** | **Breakfast & Networking**

**9:00 AM** | **Opening Remarks: Welcome to #NaRCAD 2015**
*Michael Fischer, MD, MS, NaRCAD Director*

**9:30 AM** | **Keynote Address: "Academic Detailing to Support Veterans Health"**
*Dr. Carolyn Clancy, Chief Medical Officer, Veterans Health Administration*
The Veterans Health Administration often serves as model for implementing innovative new approaches to improve care. In recent years the VHA, like the rest of the health care system, has faced the challenge of trying to manage pain while avoiding overuse of opioid pain medications. Due to issues directly related to their military service, Veterans frequently suffer from painful conditions.  Some of these Veterans may also be at risk for complications from opioids. Dr. Clancy will review the VHA's existing academic detailing programs, discuss how the VHA is making academic detailing a key component of current strategies to improve the safety and effectiveness of pain medication prescribing, and draw lessons for how these approaches can be applied in other settings.

**10:15 AM** | **Morning Break**

**10:30 AM** | **Expert Panel: Practice Facilitation in Primary Care**
*Moderator: Andy Ellner, MD*
*Panelists: Lyndee Knox, PhD; Ann Lefebvre, MSW, CPHQ; Allyson Gottsman*
Primary care clinicians are struggling to incorporate new guidelines into practice while at the same time serving increasing numbers of patients who are gaining access to care. Academic detailing can bring primary care clinicians the best evidence for patient care, but for many practices following through to deliver that care will require major changes in the organization of the practices and the processes used to provide patient care. Practice facilitation provides direct support to practices as they seek to make these changes initially and sustain them over time. A panel of three leaders in this field will provide examples of successful interventions and challenges faced in working with practices.

**12:00 PM** | **Lunch**

**1:00 PM** | **Breakout Tracks: "AD in Action"**
*Track Selections:*

**Breakout 1: Deconstructing the AD Visit**
*Julia Bareham, MSc, BSP; Bevin K. Shagoury*
What really happens during an AD visit? Join this highly interactive session facilitated by members of the NaRCAD training team as they break down the key elements of a successful educational visit through small group exercises and problem-solving. This session will be especially beneficial for attendees preparing to work as clinical educators, or for those seeking new insights and skills refinement. A great introduction to the fundamentals of a visit, and ideal for those planning to complete a future NaRCAD AD techniques training.

### Breakout 2: Managing an AD Program
*Loren Regier, BA, BSP; Melissa Christopher, PharmD*

An effective clinical education program requires careful planning, including hiring and training detailers, identifying clinicians for outreach, and managing and evaluating field staff. Join moderators who have successfully managed programs for many years as they share best practices used in developing and adapting their programs. For conference attendees who are actively managing AD programs or related educational outreach, or for those who are initiating new programs and interested in the cornerstones of successful program management.

### Breakout 3: Making the Case for AD
*Michael Fischer, MD, MS; Sarah Ball, PharmD*

A fundamental challenge for AD programs is to obtain initial support and then make the case to sustain that support over time. AD professionals may rely on grants, contracts, or a variety of other mechanisms to create and maintain their programs. Join a discussion of how to develop plans for new programs, find support, present results, and sustain success over time. For conference attendees looking to start, expand, or evaluate an academic detailing program.

**3:00 PM** | **Afternoon Break**

**3:15 PM** | **Presentation: Canadian Academic Detailing Collaboration: A Success Story**
*Terryn Naumann, BSc(Pharm), PharmD*

In 2003, several small, separate academic detailing programs in Canada came together to form the Canadian Academic Detailing Collaboration. This presentation will describe the academic detailing landscape in Canada, how the CADC began and evolved, types of collaborative activities, what keeps the collaboration going, and some lessons learned about collaboration over the past 12 years.

**4:00 PM** | **AD in a Rapidly Changing Healthcare & Pharmaceutical Environment**
*Jerry Avorn, MD, Co-Director of NaRCAD*

Major developments are occurring in several areas that will impact heavily on the use of medications by prescribers and patients. Changes are being planned to loosen the clinical standards for FDA drug approval and to allow manufacturers to promote their own perspectives on drug benefits and risks, apart from FDA-approved determination. In addition, cost has re-emerged as a central issue for drug use and affordability. Dr. Avorn will discuss the major role that academic detailing will be playing on each of these fronts.

**4:45 PM** | **Day 1 Closing Remarks**
*Michael Fischer, MD, MS, Director of NaRCAD*
*Please take a moment to fill out our Day 1 Evaluation form.*

**5:30 PM** | **Evening Networking Reception**

# DAY 2: TUESDAY, NOVEMBER 10TH, 2015
## Detailed Agenda & Session Descriptions
*All main sessions will be held in the Rotunda*
*Presentation slides will be available on our Conference Hub page at narcad.org*

**8:30 AM** | **Breakfast & Networking**

**9:00 AM** | **Welcome to Day 2**
*Michael Fischer, MD, MS, Director of NaRCAD*

**9:15 AM** | **Keynote Address:** "Engaging Physicians in Providing Evidence-Based Care"
*Dr. Don Goldmann, CMO & CSO, The Institute for Healthcare Improvement*
Academic detailing and other outreach educational approaches rely on engaging front-line clinicians in the process of using evidence to improve health care decisions and patient outcomes. But in the face of ever-increasing time and administrative pressures, clinicians may resist such interventions. Dr. Goldmann will draw on the IHI's decades of experience engaging clinicians to improve quality of care and patient safety. He will discuss key lessons for developing rigorous and successful quality improvement projects as part of everyday work.

**10:00 AM** | **Morning Break**

**10:15 AM** | **Themed Plenary: "The Intersection of Public Health and AD"**
*Moderator: Cheryl Bartlett*
*Presenters: Phillip Coffin, MD, MIA; Michael Kharfen*
Threats to public health can emerge in a variety of ways and in diverse settings across different geographies. While HIV care has been transformed by the availability of effective medications, some communities still face high rates of undiagnosed and untreated HIV. Over the past decade problems with the use of opioid pain medications and increasing overdose deaths have become priorities in all part of the US, as well as internationally. Speakers will present two AD interventions for these problems: Washington DC's implementation of AD programs to increase the rates of screening and treatment for HIV and Hepatitis C, and the development and roll-out of an AD strategy to increase the prescribing of naloxone to reverse opioid overdose death in San Francisco. Questions and discussion will focus on lessons from these experiences for the design of new AD interventions to address other public health threats.

**12:00 PM** | **Lunch**

**1:00 PM** | **Expert Panel #2: AD within Integrated Healthcare Systems**
*Moderator: Michael Fischer, MD, MS*
*Participants: Joy Leotsakos, PharmD; Valerie Royal, PharmD, BCPS;*
*Sameer Awsare, MD*
Physicians, practices, and hospitals are increasingly consolidating into systems such as accountable care organizations (ACOs), in which the larger entity takes on overall responsibility for the care of a population of patients. These structures can create important opportunities for AD and related interventions, which can be implemented as part of clinical quality assurance or improvement approaches. Panelists will share experiences from systems at different stages of this process: a decades-old program in one of the largest integrated systems in the country, a mid-sized program seeking to expand, and a program in a newly-formed ACO that recently trained their first academic detailers. Join the corresponding breakout group later in the afternoon!

**2:30 PM** | **Afternoon Break: Coffee & Networking**
*Enjoy an extended break to connect with your colleagues and NaRCAD.*

**3:00 PM** | # Breakout Tracks: AD in Varied Settings
*Track Selections:*

### Breakout 1: AD & Practice Facilitation
*Lyndee Knox, PhD; Ann Lefebvre, MSW, CPHQ*
How does practice facilitation work in harmony with academic detailing to ensure evidence-based changes are actually implemented by practices? Join Practice Facilitation panelists to learn how they help practices make changes and sustain them over time. For attendees interested in practice transformation and quality improvement.

### Breakout 2: AD in Public Health Settings
*Phillip Coffin, MD, MIA; Michael Kharfen*
Front-line clinicians have a critical role to play in addressing many challenges in public health. Join the speakers from our Public Health Plenary for a more in-depth discussion of how their programs have tackled infectious diseases screening and opioid overdoses with AD interventions. The group will work together to brainstorm strategies for emerging public health issues. For attendees looking to understand how AD can be used to address existing or new threats to public health.

### Breakout 3: AD in Integrated Health Systems
*Joy Leotsakos, PharmD, Valerie Royal, PharmD, BCPS*
When healthcare systems take on responsibility for the health of a population, they create opportunities to implement AD as part of larger organizational structure. Join our Systems Panelists as they share their expertise on successful program design. For attendees working in ACOs or similar healthcare systems, or those seeking to understand a healthcare system's potential for greater impact when using academic detailing.

**4:30 PM** | **Closing Discussion & Remarks**
*Michael Fischer, MD, MS, Director of NaRCAD*

**5:00 PM** | **Conference Adjournment**