



**WHAT WE'VE LEARNED SO FAR:
EXPLORING E-DETAILING WITH ILLINOIS ADVANCE TEAM**

Thursday, July 30th, 2020, 2:00 P.M. – 3:15 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women's Hospital | Harvard Medical School



Guest Speakers:

Todd Lee, PharmD, PhD

*Professor and Head of Department, Pharmacy Systems, Outcomes and Policy
College of Pharmacy, The University of Illinois at Chicago*

Chirag Rathod, PharmD

*Supervisor, Clinical Pharmacist, Academic Detailer, Assistant Course Director
Medicaid Review and Academic Detailing (MRAD)/Illinois ADVANCE
College of Pharmacy, The University of Illinois at Chicago*

Moderator: Bevin Shagoury

Communications & Education Director, NaRCAD



Today's Goals:

- ✓ Brief Overview of Illinois ADVANCE Program
- ✓ Successes and challenges adapting program to e-Detailing
- ✓ Group Discussion/Q+A Session

After the session:

Please take our 30-60 second survey!

Tell us what worked and what didn't on today's webinar.



Take a minute to change your chatbox settings.



To: All panelists ▾

Your All panelists
 All panelists and attendees

Recording

Enter Full Screen

Zoom Webinar Chat



NaRCAD Technical Assistance

To: All panelists

- ✓ All panelists
- All panelists and attendees

During the session, type your questions into the Q+A box.



Level Setting



Type in the chatbox:

- **Are you currently e-Detailing? Type yes or no.**
- **Active e-Detailers: On a scale of 1-10, how's it going?**
- **Not active yet: On a scale of 1-10, how ready do you feel?**

Level Setting

Type in the chatbox:

- **Active e-Detailers: What's the most challenging thing you've faced when e-detailing?**
- **All Participants: What's one area of e-detailing you want to be a pro at?**

Overview of UIC & Illinois ADVANCE Program

- Initiated detailing program in 2018
 - Program part of CDC's Prevention for States Program
 - Leveraged partnership with local health system
 - Focused on opioids
 - Team of 10 academic detailers
 - Completed 2 visits to primary care providers
 - Resulted in decrease of nearly 1 opioid Rx per provider per month when compared to control group

Overview of UIC & Illinois ADVANCE Program

- Expanded activities to southern region of the state & experience with e-Detailing
 - First collaboration with initial group of 20+ clinical pharmacists
 - Hybrid model of one in-person visit followed by 'e-Detailing'
 - 127 initial visits
 - Average length was 19 minutes (SD = 9)
 - 92 follow up visits completed
 - Average follow-up visit lasted 12 minutes (SD = 7)
 - Among the 92 visits that occurred, 51 (55.4%) of calls were conducting utilizing WebEx while 41 (44.6%) of the calls were conducted via telephone.
 - In ~30% of appointments, detailer or provider experienced technical difficulties with the web-conferencing application.

Overview of UIC & Illinois ADVANCE Program

- Formation of Illinois ADVANCE
 - In August 2019, the State of Illinois passed Public Act 1000, which established the establishment of a community-based, non-commercial program for Medication Management (MM) consisting of web-based and academic education
- Additional funding to evaluate AD activities



etailing

Sustained visits with initial partners

chronic
poids

Expansion to other disease states

Overview of UIC & Illinois ADVANCE Program

- 30+ pharmacists
- Social Media Outreach
- Drug Information Group
- Online Continuing Education

Transition to 100% e-Detailing

- Technology training of detailers
 - Using Webex as technology platform
- Process changes related to visits
 - Consent process, data collection process
 - Leveraged Qualtrics for capturing consent and provider satisfaction
- Developed virtual visit checklist

Challenges



OPPORTUNITIES

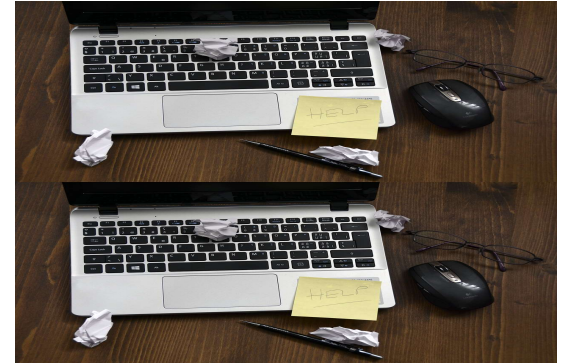
**SHARE
YOUR
EXPERIENCE**





“Getting In the Door”

Provider Engagement and Strong Relationship Building



Technology Concerns



Adapting Materials



Evaluating e-Detailing



Please type your questions into the Zoom Q + A box.

We'll try to get to all of your questions, and we will post those we can't get to on our COP Discussion Forum.





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

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

NEW: e-Detailing Resources during COVID-19

EXPLORE OUR E-DETAILING TOOLKIT

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Topics

Categories



NEW TOPIC

News ³

Community News & Announcements

3 3

E-Detailing Community of Practice
5 days ago by Anna Morgan, RN, BSN,...



General Discussion ⁴

A discussion forum for all things academic detailing.

AD for Opioid Safety, AD for HIV/AIDS

5 5

HIV Prevention AD Programs
6 days ago by National Resource Cent...



Community of Practice - E-Detailing ²

"E-Detailing for Clinician Engagement: Virtual Connections for Clinical Change",
COVID-19

5 7

Provider Reception to E-Detailing
17 hours ago by National Resource Ce...





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NEW TOPIC

Topics

Latest New Top



Opioid Safety AD Programs

There has been a rapid increase in opioid-related AD in the past few years, and a multitude of approaches to addressing the overdose crisis. Let us...

0 0 6d

Started by National Resource Center for Academic Detailing in AD for Opioid Safety

Ongoing Peer-to-Peer Learning Opportunity:



- Monthly **1-hour peer discussions**
- Each meeting will feature the previous COP Webinar's session content
 - *E.g.: our August RoundTable will be a conversation on successes and challenges adapting to e-Detailing*
- Roundtable attendees connect via small breakout groups of **4-5 national and global peers**
- On COP Roundtable days, there will be **2 meeting options (AM + PM)** to accommodate varied time zones

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