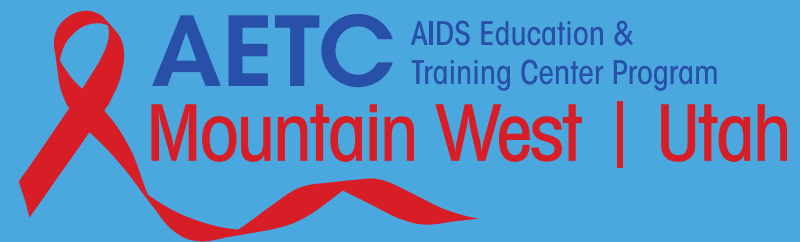


Cutting Through Stigma and Getting to “Yes!”

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CENTER FOR LEARNING & INNOVATION

Disclosures

- Brandon Mizroch has no conflicts of interest to disclose



Overview: History of Detailing Work

- After receiving MD/MBBS, **pivoted to public health work** with the Louisiana Department of Health in 2017
- **Attended the first-ever NaRCAD PrEP Institute** in San Francisco in 2018
- **Began AD program for Office of STDs/HIV**
 - Created first provider pack
 - Began PrEP detailing statewide



History, continued.

- **Program expands to cover PrEP, PEP, syphilis, and eventually HCV**
 - In 2019, Louisiana launches **first-ever HCV elimination program**
 - Tasked with **creating and delivering education to providers** who most likely have never treated HCV before
 - Created 2 **Project ECHO Series**
 - **Champions Training Program**

Over 11,000 Louisiana residents have accessed hepatitis C life-saving medication

HEPATITIS C

**IT'S TIME
FOR
CHANGE.**

It's Time to Eliminate Hep C.



History, con

- **In October of 2018**, the **San Francisco Center for Learning & Innovation** was awarded the **contract** to run the **Mountain West Transforming Care Conference** in **Utah AETC**
 - Half supported by **San Francisco Center for Learning & Innovation**
 - **New Project** for **San Francisco Center for Learning & Innovation** to **provide** **unique medical services** for **the community**
 - **Mountain West Transforming Care Conference**

city to run the
Health and Human
Services
Center for Learning & Innovation
d” (LGBTQIA+-
highlighting the
community
conference



Barriers to Effective Detailing

- **Provider stigma** has been **one of the largest barriers** to our work
 - **Manifests itself very differently based on region or even person to person**
 - *Aggressive vs avoidant*
 - *Topic-based*
 - *Providers feeling overwhelmed*



What Stigmatizing terms/language have you heard medical professionals use?

Nobody has responded yet.

Hang tight! Responses are coming in.

Overcoming Stigma: Aggressive vs. Avoidant

Some providers will clearly voice their disapproval

- *“I don’t want to give my patients permission to have unprotected sex.”*

Response: Acknowledge their concern:

- *“I know, it’s so frustrating sometimes. I appreciate you want your patients to be as healthy as possible.”*

Remind them of the principles of harm reduction

- *“PrEP involves frequent visits to be tested, so you can cure any infections before they have a chance to spread.”*



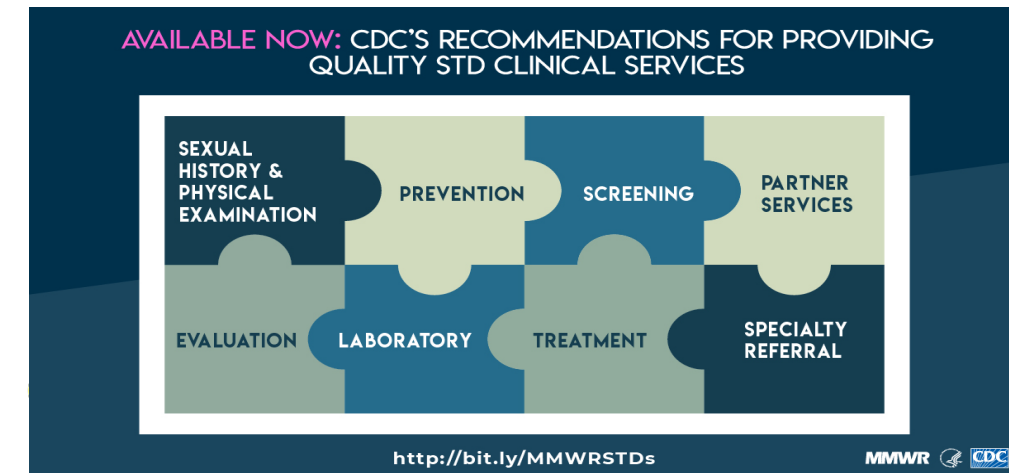
Overcoming Stigma: Aggressive vs. Avoidant

Some providers prefer to avoid the subject

- *“Oh, we don’t have those kinds of patients here.”*

Response: Avoid confrontation, and remind them of the community approach to communicable diseases

- *“It sounds like you really value your patients here, but the CDC is asking all doctors to talk to their patients about PrEP now regardless.”*

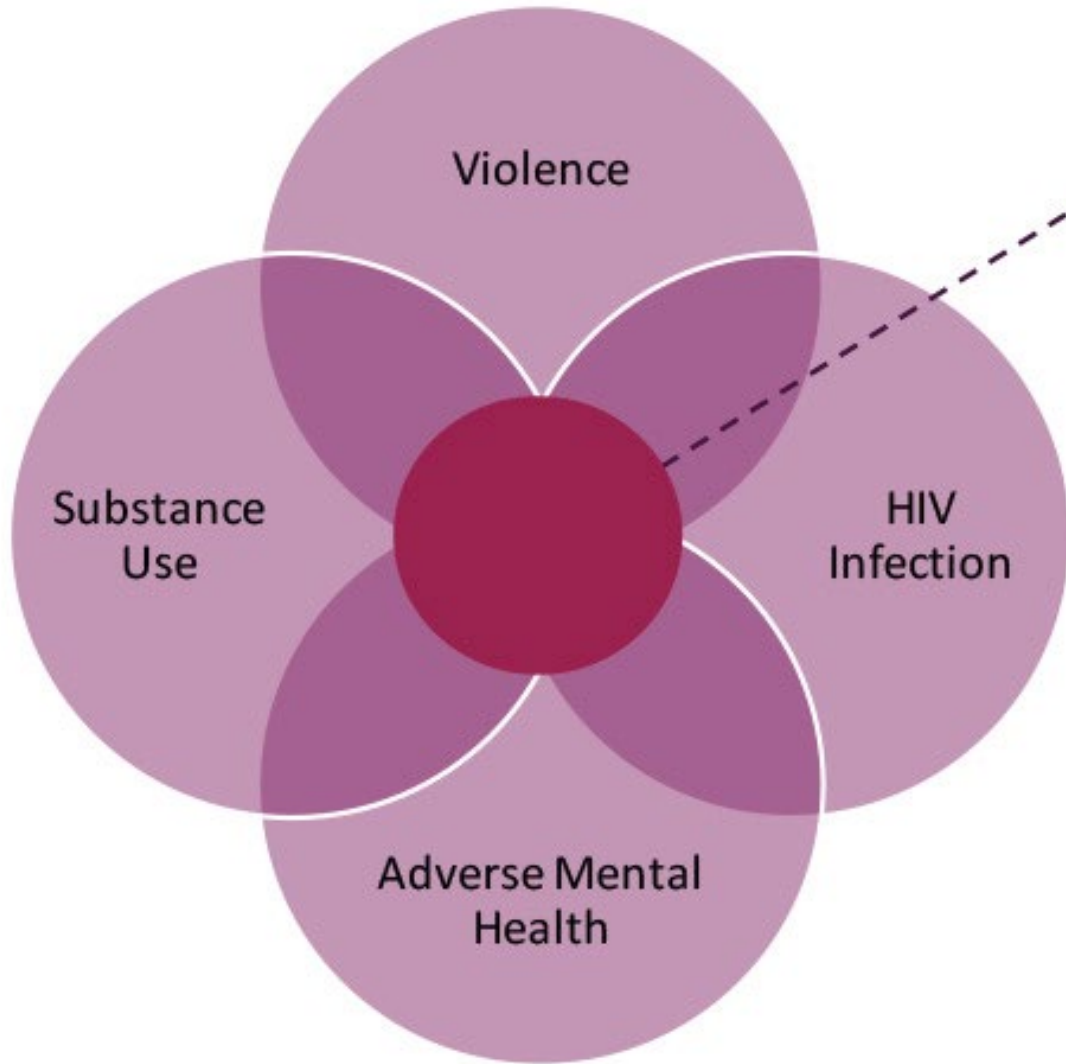


Overcoming Stigma: Topic Based

Differ
topics

- Lo
- dr
- Ut

Take a
treatr



Syndemic:

Mutually reinforcing
interaction of disease
and social conditions

on the
bout; but

EP, STI
, etc.

Overcoming Stigma: Topic Based

- **Multitopic detailing ensures you'll always have some common ground.**
 - *Establish trust with the provider*
 - *Ask to come back to discuss another topic*
- **The most successful detailing results come from multiple interactions**



Overcoming Stigma: Overwhelmed Providers

- **The more stigmatized a topic, the less language a provider will have to discuss it**
 - Can feel daunting to incorporate a new practice w trouble talking about it
- **Remind providers you're there to help**
 - Treatment algorithms, LGBTQIA+ language guides,
 - Offer ongoing support and check in frequently



Key Takeaways for Detailing Programs

- **Start with getting comfortable yourself** with discussing topics related to sex, STI's, and drug use
 - Helps set the tone, model how they can interact with their patients
- **Focus on shared interests, not positions**
 - Active listening, mirroring back language, patient health as a common goal
- **Try to inspire!**
 - Humanize your topic with stories of people
 - Connect your topic to larger public health goals like elimination and ending health inequities

