



NARCAD2023 BREAKOUT SESSION:

“Checking the Pulse: Keeping Your Program Healthy”

Tuesday, November 7, 2023, 10:30am-12pm ET

National Resource Center for Academic Detailing
Boston Medical Center



Learning Objectives:

Identify “bucket areas” of an AD Program

Discuss building blocks for a new program

Illustrate budget-friendly options

Explore a case study

Apply practical reflection and feedback

Summarize tips, tricks, and best practices

Agenda

Welcome & Introduction (5-10 minutes)

Overview/Level Setting (25-30 minutes)

Breakout/Small Group Activity (50 minutes)

Report Out/Large Group Activity (15 minutes)

Wrap-up (5 minutes)



Disclosure Statement



No conflicts of interest



No financial or non-financial
relationships of concern

TODAY'S FACILITATORS:



Jacki Travers, PharmD
Clinical Pharmacist
Pharmacy Management Consultants



Tony de Melo, RPh
Director of Clinical Education Programs
Alosa Health

Jacki's Program:

- 1 Full time academic detailing pharmacist
 - Pharmacy Management Consultants: University of Oklahoma College of Pharmacy
- Current and past funding sources:
 - Medicaid: Children's Health Insurance Program (CHIP)
 - Oklahoma State Department of Health (OSDH)
 - American Academy of Pediatrics (AAP)
- New 2023 program expansion:
 - Full-time opioid detailing pharmacist
 - Full-time social determinants of health detailer

Who We Are

Nonprofit organization that is a national leader in developing programs that provide health care professionals with unbiased, non-commercial information on the best ways to manage clinical problems

Established in 2004, we provide educational outreach services – “**academic detailing**” – that offer the latest information from the medical literature to help improve patient outcomes

What We Offer

Academic detailing programs

- Provide educational outreach to clinicians to address suboptimal prescribing and improve patient care

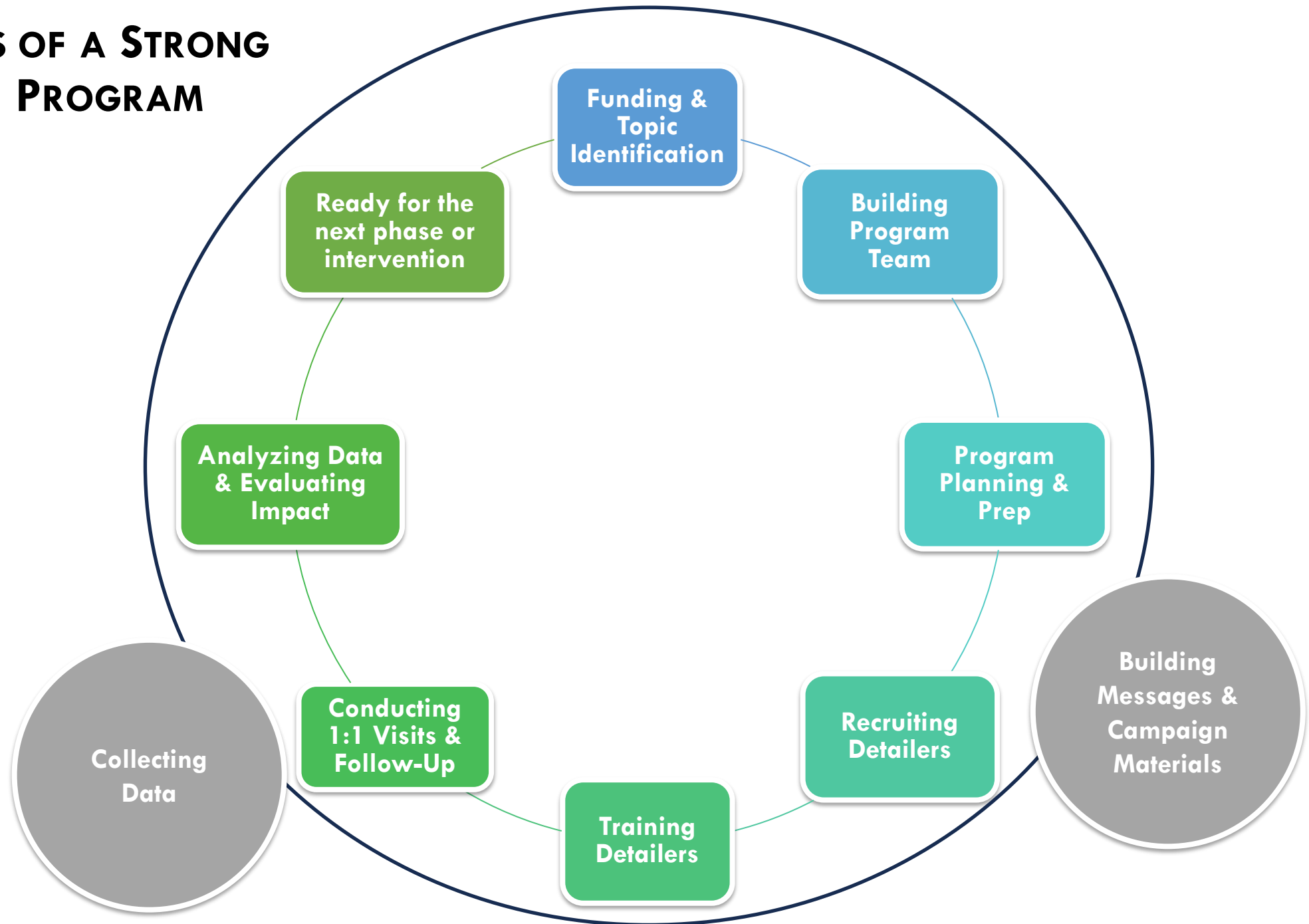
Academic detailing training

- Train organizations how to develop, deliver, and manage their own clinical outreach programs

Academic detailing consulting

- Offer clinical materials and program development solutions that focus on achieving your operational goals

PHASES OF A STRONG AD PROGRAM



Funding & Topic Identification

Example Funding Sources

- CDC
- Local Government
- State Government
- Federal Government
- Examples: CDC, Coalitions
- Insurers
- Others

Topic

- Usually outlined by funding organization
- Possibly pitched to a funding organization

Building Program Team

Can be a one-person shop

- Based on funding

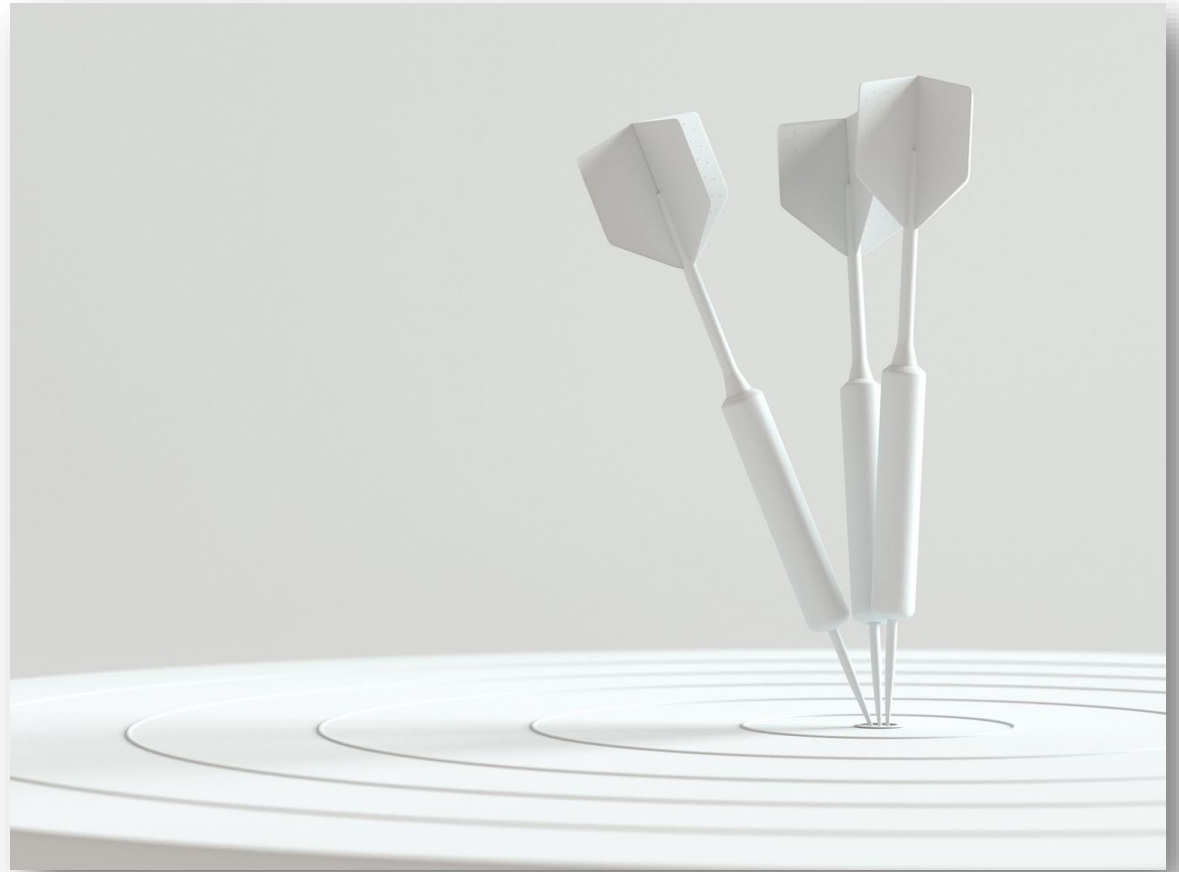
If funding allows:

- Program manager(s)
 - Analytics
 - Funding support
 - Reports
- Trainers
- AD Manager(s)/Coaches



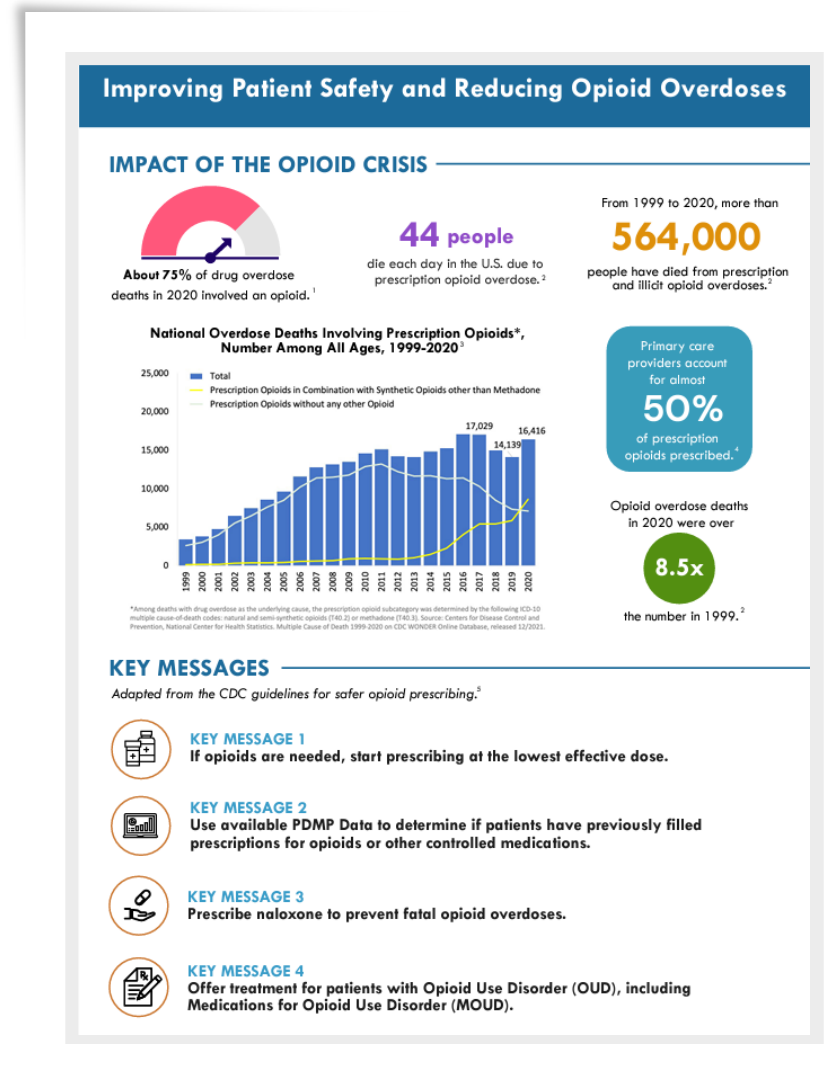
Program Planning & Prep

- What do you need to show?
- What does the data say?
- What's the gap?



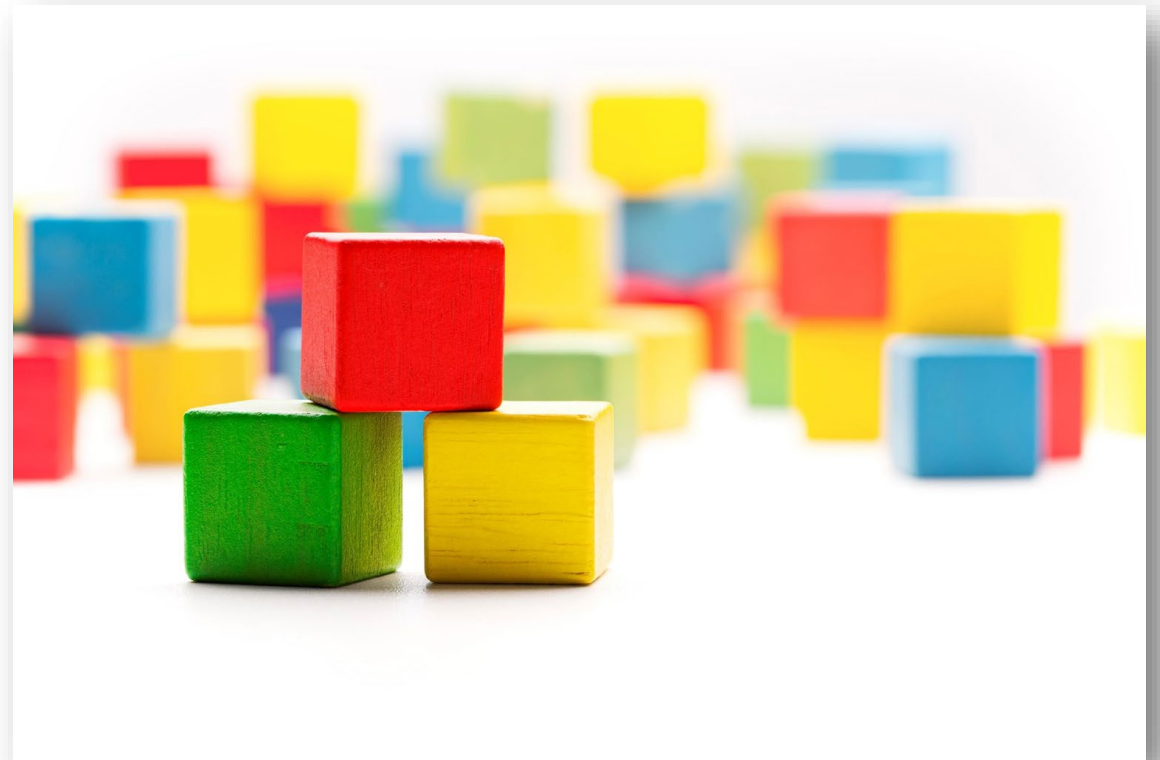
Building Messages & Campaign Materials

- **NaRCAD:**
 - Easy ways to do this, even without graphic design skills
 - Consultation on materials and messaging
 - Feedback on usability and design
- **Free sites:** Piktochart, Canva
- **Purchase sites:** InDesign
- **Oursource:** Alosa or others



Recruiting detailers

- Clinical or non-clinical backgrounds
- Need vs. want
- Budget
- Hiring
- Team building



Training detailers

- **Communication skills:**
 - *Who?*
 - *Where?*
 - *How much?*
 - *How often?*
- **Clinical content:**
 - *Who?*
 - *What?*
 - *How?*



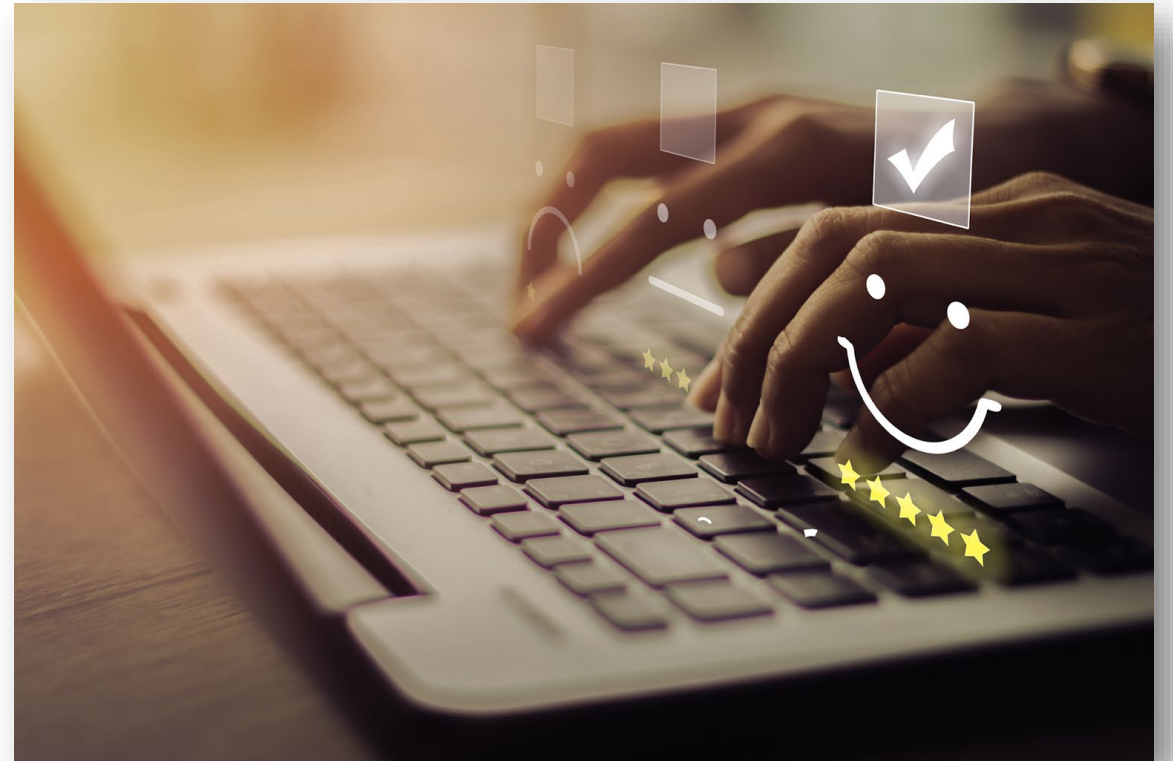
Conducting 1:1 Visits & Follow-up

- Task mapping
- Goals and expectations
- Report
- Coaching



Collecting Data

- Begin with the end in mind
- Schedule enough time
- Technology
- Statistics



Analyzing Data & Evaluating Impact

- Aggregation
- Process changes
- Short-term impact
- Long-term impact
- Considerations
- Graphics



Building a Pilot Program: Case Study

What We Know:

- New pilot program
- Funded by CDC
- 2 detailers hired so far
- Clinical topic: Depression
 - 2 Key Messages:
 - Educate patients on the expected timeline for full effectiveness of medication
 - Assess medication adherence at each primary care visit

Breakout Group Goals: 4 Teams

TEAM 1: STARTING POINT

- What resources do you need to manage your program? How will you get these resources?
- Who would you invite as partners in this project? What would successful outreach look like?
- How will you plan to measure detailer effectiveness?

TEAM 2: STAFFING

- How will you recruit your additional detailers? Are there any particular skill sets that will be helpful?
- How will your detailers be trained?
- How will you support and strengthen the detailing team?

TEAM 3: VISITS

- What could you, as a detailer, do to prepare for a session? What obstacles do you anticipate?
- How will you manage your own post-session reflections to track your personal visit effectiveness?
- You had a tough session. What can you do to receive support in a small program?

TEAM 4: OUTCOMES

- Where will you find data that accurately assesses true medication adherence?
- Besides adherence, how else will you establish effectiveness of your interventions?
- How will you report the outcomes in a way that makes the case for ongoing collaboration and funding?

Large Group Discussion & Sharing



Report Out: Solutions

TEAM 1: STARTING POINT

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Final Reflections, Q+A



THANK YOU.

Learn more & say hello.



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