



NaRCAD2023 Opening Remarks:

*Putting our community
at the center*

Mike Fischer, MD, MS

Founder & Director, NaRCAD

Chief of General Internal Medicine, Boston Medical Center

Professor of Medicine, Boston University Chobanian & Avedisian

School of Medicine

NARCADIA

2023

2020

2018

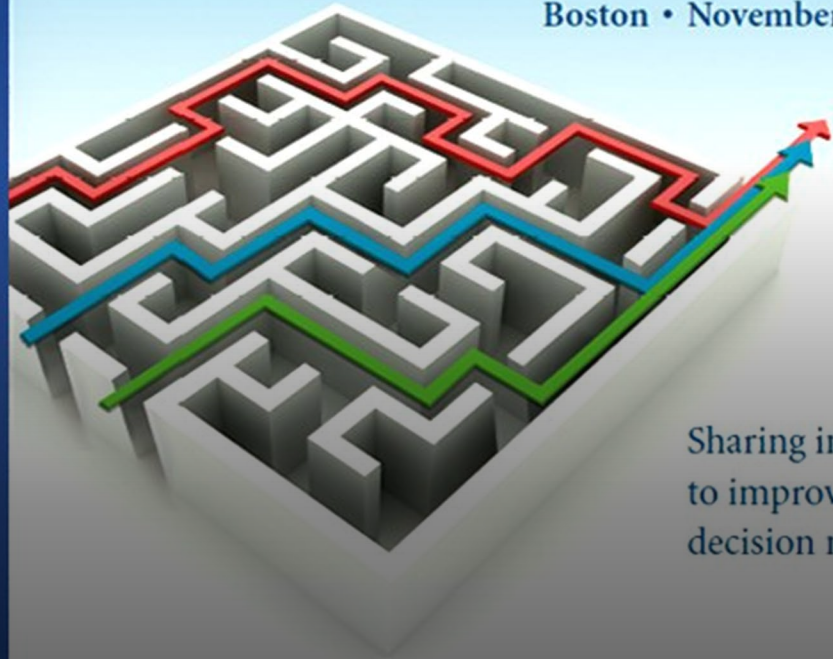
2016

2013

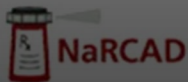


The First National Conference on Academic Detailing

Boston • November 7-8, 2013



Sharing information
to improve clinical
decision making



THEN:

- Speakers talking about general quality improvement themes
- Researchers
- Trying to raise understanding & uptake
- Hoping people show up!

10 Years Ago This Week

TODAY

What We've Built Together:

- Our field is robust, connected, and rapidly expanding
- Broader themes in improving outcomes
- Creativity, collaboration, continuous conversations



#NARCAD2023
NARCAD.ORG



Rapid Growth, Creative Application



- Taking "Adaptability" to the next level
- AD in diverse settings, different populations benefitting
- More community engagement and interlinking initiatives
- AD applied to new groups to encourage behavior change and provide best evidence

Example: *Harm reduction initiative: Detailing to policymakers, emergency responders, construction workers*

REMEMBERING WHY WE'RE DOING THIS:

How do we best deliver important information?

How do we know when we're doing a good job?

When do we change our approach?



FINDING THE JOY & MEANING IN WHAT WE DO



- This is a social strategy.
- Human-to-human approach.
- You're critical to its success!
- Can we respond to burnout in a meaningful way?
- Can we sustain our work to **PREVENT** burn out?

DETAILERS' NEEDS MATTER

- Human Limits
- Individual needs
- Community
- Sustainability
- Reinvigoration

