



NARCAD PRESENTS
THE 11TH INTERNATIONAL
CONFERENCE ON ACADEMIC DETAILING

**"CATALYSTS FOR CHANGE:
POWERFUL CONVERSATIONS
FOR BETTER CARE"**

Boston, MA | Fairmont Copley Plaza | 138 St. James Ave.


#NARCAD2023
NARCAD.ORG

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EXCEPTIONAL CARE. WITHOUT EXCEPTION.

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AGENDA AT-A-GLANCE

Monday

NOVEMBER 6, 2023

- 8:30 AM **BREAKFAST & NETWORKING**
- 9:15 AM **DAY 1 KICK-OFF:**
“Reigniting In-Person Innovation”
- 9:45 AM **SPECIAL PRESENTATION:**
*“The Hero’s Journey:
Exploring Opportunities to
Empower the Detailer”*
- 10:45 AM **MORNING BREAK**
- 11:00 AM **FIELD PRESENTATIONS:**
*“Leading The Conversation:
Detailing on Highly-Stigmatized
Topics”*
- 12:30 PM **LUNCH**
- 1:45 PM **BREAKOUT SESSIONS:**
*“Harnessing the Power of
Persuasive Communication”
Descriptions in detailed agenda.*
- 3:00 PM **AFTERNOON BREAK**
- 3:15 PM **AFTERNOON PLENARY:**
*“Gaining Traction: The Rise of
AD for Harm Reduction”*
- 4:45 PM **DAY 1 WRAP-UP &
EVALUATIONS**
- 5:00 PM **EVENING RECEPTION:**
“The Gang is Back!”

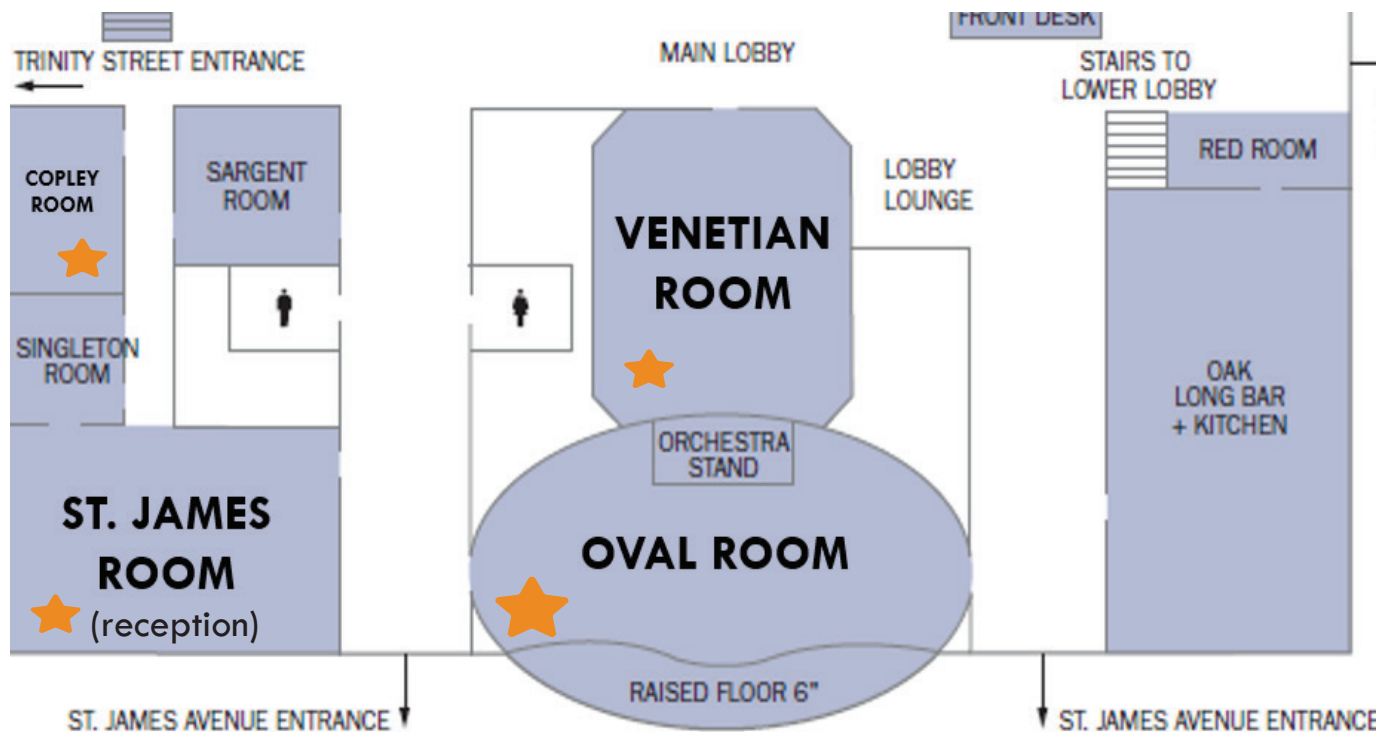
Tuesday

NOVEMBER 7, 2023

- 8:30 AM **BREAKFAST & NETWORKING**
- 9:15 AM **DAY 2 KICK-OFF:**
“Why Detailers are Irreplaceable”
- 9:30 AM **JERRY AVORN’S ANNUAL AD TALK:**
*“Artificial vs. Human Intelligence
and the Future of Academic Detailing”*
- 10:15 AM **MORNING BREAK**
- 10:30 AM **BREAKOUT SESSIONS:**
*“Taking AD to the Next Level”
Descriptions in detailed agenda.*
- 12:00 PM **LUNCH**
- 1:15 PM **NaRCAD ROUNDTABLE:**
“AD Community Creations”
- 2:00 PM **AFTERNOON BREAK**
- 2:15 PM **2023 SNAPSHOTS:**
“AD Highlights & Innovations”
- 3:45 PM **SPECIAL PRESENTATION:**
*“Surprise Launch & Future
Directions for our Community”*
- 4:15 PM **DAY 2 WRAP-UP &
EVALUATIONS**

FAIRMONT COPLEY PLAZA

WHERE TO GO



All main sessions will be held in the Oval Room

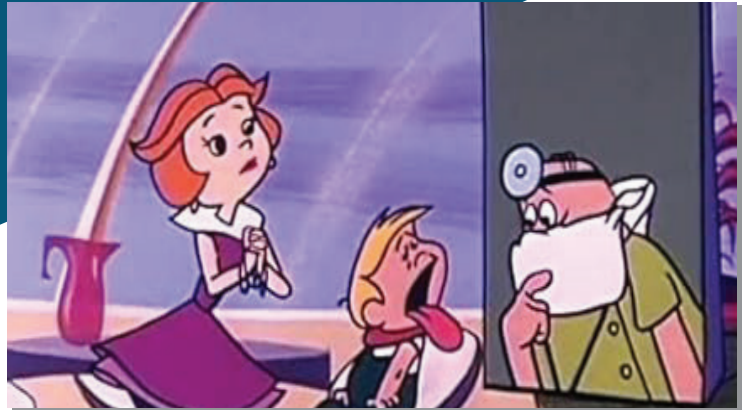
Day 1 Breakout Session Rooms

- **SESSION 1:** "AD 101: The Key Ingredients for a Successful Frontline Visit" (Oval Room)
- **SESSION 2:** "What's the DISH? A Holistic Approach for the Entire Clinic and Inclusive Patient Care" (Venetian Room)
- **SESSION 3:** "Yes, and... How Medical Improv Can Shift Our Approach to Communication" (Copley Room)
- **LIVESTREAM:** "Great Conversations: Understanding the Key Ingredients for Successful Frontline Visits" ([Zoom Link](#))

Day 2 Breakout Session Rooms

- **SESSION 1:** "Whose Line Is It Anyway? Live Scene Study" (Oval Room)
- **SESSION 2:** "Tackling Tough Talks: Tactics for Managing Difficult Conversations and Fostering Connections" (Venetian Room)
- **SESSION 3:** "Checking the Pulse: Keeping Your Program Healthy" (Copley Room)
- **LIVESTREAM:** "Igniting the First Spark: Strengthening Your Ability to Schedule Visits with Clinicians" ([Zoom Link](#))

WELCOME TO NARCAD2023 TOGETHER IN 2D & 3D



Believe it or not, it was 1838 when 3D technology was born.

We've clearly made it a long way since; being able to have The Jetsons-style video calls is something that was once so futuristic enough that it seemed wild for a cartoon from the 1960's. But the future has arrived, and so much earlier than the Jetsons creators predicted (the cartoon was set in 2062!) And yet, amidst our ever-growing culture of screens, it's clear our world still needs the balance the Jetsons themselves craved: they always returned home after their video chats and e-exercise classes to be together in person, the show being an uncanny predictor of the kind of balancing act we've all learned to navigate.

To say that detailing visits themselves require adaptability, curiosity, and patience is unsurprising. But these qualities are also what allowed all of us, as an entire field, to face the past four years with so much more than adaptability. You've seized opportunity amidst some of the most seemingly impossible of challenges. It's clear that each of you has significantly accelerated the course of our work, something you'll see whether you have your LED reflective computer glasses on right now or not.

But if you **do** have those glasses on, thank you for being with us virtually! Your ideas and questions will be interwoven into our Boston-based program. (And remember, YOU have the benefit of being able to wear what you want, tune in when you want, and mute us here in Boston, which our in-person attendees cannot do.)

Whether we're waving fervently into the camera at our 2D community members or shaking the hands of our 3D attendees (after hand sanitizing, of course), we're excited about an era where spending time together each November isn't constrained by resources; folks can show up how they're able, and we can keep finding creative ways to connect with everyone.

It mirrors the current healthcare landscape we need to be able to adapt to as a field: a field where we can implement e-detailing when resources are low or clinics are far away, and where we can still approach in-person detailing with a cold call to a new clinic, scanning the waiting room to get a sense of the place, poising ourselves to walk over to the front desk and tell them that we're here to help.

In excitement & gratitude,

BEVIN K. AMIRA

DEPUTY DIRECTOR, NaRCAD

DETAILED CONFERENCE AGENDA

Monday, November 6, 2023

All main sessions will be held in the Oval Room.
Presentation slides and recordings will be available on our Conference Hub page at narcad.org after the conference.

8:30 AM
45 minutes

BREAKFAST & NETWORKING

9:15 AM
30 minutes

DAY 1 KICK-OFF: “Reigniting In-Person Innovation”

Bevin Amira & Vishal Kinkhabwala, MD, MPH | NaRCAD Co-Hosts
Aanchal Gupta | Program Coordinator, NaRCAD

Opening Remarks: Mike Fischer, MD, MS | Founder & Director, NaRCAD

9:45 AM
60 minutes

SPECIAL PRESENTATION:

“The Hero’s Journey: Exploring Opportunities to Empower the Detailer”

Presenters will address detailer burnout and offer insights, exploring opportunities for detailer growth, resilience, and support.

- **“Burnout Among Academic Detailers at the US Veterans Health Administration”**
Mark Bounthavong, PharmD, PhD | National Clinical Program Manager
VA PBM Academic Detailing Services
- **“Reinvigorating Detailers: Enhancing AD Skills & Lifting Morale”**
Sarah J. Popish, PharmD | Clinical Program Manager, VA PBM Academic Detailing Services
- **Live Interview: Ask the Experts Anything**
Bevin Amira & Vishal Kinkhabwala, MD, MPH | NaRCAD Co-Hosts

10:45 AM
15 minutes

MORNING BREAK

11:00 AM
90 minutes

FIELD PRESENTATIONS:

“Leading the Conversation: Detailing on Highly-Stigmatized Topics”

Discover detailing work that fosters empathy and promotes understanding on complex clinical topics.

- **“Academic Detailing for Better Mental Health Conversations”**
Trish Rawn, BScPhm, PharmD | Clinical Service Director, Centre for Effective Practice
- **“To Infinity and Beyond: Detailing Nationwide to ADVANCE Opioid Safety”**
Nerissa Caballes, PharmD, MS, CRC | Assistant Director of Medicaid Programs
Illinois ADVANCE
- **“Cutting Through Stigma and Getting to ‘Yes!’”**
Brandon Mizroch, MD | University of Utah SOM Program Manager, Utah AETC

12:30 PM
75 minutes

LUNCH

1:45 PM
75 minutes

BREAKOUT SESSIONS: “HARNESSING THE POWER OF PERSUASIVE COMMUNICATION”

- **SESSION 1 (Oval Room)**
“AD 101: The Key Ingredients for a Successful Frontline Visit”
What really happens during a 1:1 visit with a clinician? Join this interactive session to learn more about how to deliver a successful educational visit. Presenters will break down each step, providing opportunities for connection through small group exercises and creative problem-solving. **Ideal for new detailers and program staff.**

Carrie Meyer | Coordinator Special Programs, Wicomico County Health Department
Vishal Kinkhabwala, MD, MPH | HIV Prevention Activities Coordinator
Michigan DHHS

- SESSION 2** (Venetian Room)
“What’s the DISH?”
A Holistic Approach for the Entire Clinic and Inclusive Patient Care”
*Learn from a successful, cutting-edge sexual health education AD program on comprehensive relationship building across a depth and breadth of clinical care. Presenters will engage learners on best practices for whole-clinic engagement; provide opportunities to engage with peers; lead creative, problem-solving activities via case studies; and teach the model of inclusive, welcoming space indicators, incorporating a lens of social determinants of health. **Ideal for both new and seasoned detailers and program staff.***
Rocko Cook | Program Manager, DISH-AZ
David Watt | Senior Detailer, DISH-AZ
Anaid Gonzalvez, MSW | Program Manager Research, SIRC, ASU
- SESSION 3** (Copley Room)
“Yes, and... How Medical Improv Can Shift Our Approach to Communication”
*Loosen your mind and body in this creative space that supports you in ‘expecting the unexpected’ as a detailer in the field! Theatre and movement experts will provide a playful space to learn and incorporate improvisational techniques, encouraging detailers to feel more able to ‘roll with’ anything that comes their way. With ample opportunity for reflection, group discussion, and creative exploration, join this breakout for a chance to move, connect, and bring humor to the work that we do. **Ideal for all detailing skill levels; this course will involve physical movement and team participation.***
Chirag Rathod, PharmD | Clinical Pharmacist, Illinois ADVANCE
Jessica Alward, MS | Academic Detailer, State of NH
- LIVESTREAM BREAKOUT** ([Zoom Link](#))
“Great Conversations: Understanding the Key Ingredients for Successful Frontline Visits”
*Joining in from home? Cozy up and join our experts in breaking down the key elements of a robust and successful 1:1 clinical outreach conversation. Whether you’ll be e-detailing, out in clinicians’ own offices, or you’re just learning the basics about detailing as either a new detailer or as program staff, we welcome you to immerse yourself in the key concepts that make this strategy effective, unique, and dynamic. **Ideal for first-time detailing staff or those who seek a refresher.***
Shuchin Shukla, MD, MPH | Associate Clinical Professor of Medicine, UNC, Chapel Hill
Corinne Puchalla, PharmD, MCPS | Clinical Content Lead, Academic Detailer UIC and Illinois ADVANCE

3:00 PM
15 minutes

AFTERNOON BREAK

3:15 PM
90 minutes

AFTERNOON PLENARY: “Gaining Traction: The Rise of AD for Harm Reduction”

Explore the growing topic of harm reduction and gain insights into how AD campaigns can effectively promote harm reduction practices and create positive community change.

- “The Intersection of HIV, Hepatitis C, and Drug Use: Collaborating with State Partners to Improve Outcomes”**
Darla Peterson | Regional Health Specialist, Iowa DHHS
- “AD Harm Reduction for People Who Use Drugs”**
Katarina Frank, MD, PhD | Senior Consulting Manager, Alosa Health
- “Treatment Should be Multi-disciplinary – Academic Detailing Can Be Too!”**
Leah Tobey, PT, DPT, MBA | Academic Detailer, Physical Therapist, UAMS

4:45 PM
15 minutes

DAY 1 WRAP-UP & EVALUATIONS

Share your thoughts on Day 1 and learn what’s in store for Day 2.

5:00 PM
60 minutes

EVENING RECEPTION: “The Gang is Back!” (St. James Room)

Join us for drinks and appetizers at our first in-person reception since 2019!

DETAILED CONFERENCE AGENDA

Tuesday, November 7, 2023

All main sessions will be held in the Oval Room.
Presentation slides and recordings will be available on our Conference Hub page at narcad.org after the conference.

8:30 AM
45 minutes

BREAKFAST & NETWORKING

9:15 AM
15 minutes

DAY 2 KICK-OFF: “Why Detailers are Irreplaceable”

Bevin Amira & Vishal Kinkhabwala, MD, MPH | NaRCAD Co-Hosts

9:30 AM
45 minutes

ANNUAL AD TALK:

“Artificial vs. Human Intelligence and the Future of Academic Detailing”

Jerry Avorn, MD | Co-Founder & Special Adviser, NaRCAD

10:15 AM
15 minutes

MORNING BREAK

10:30 AM
90 minutes

BREAKOUT SESSIONS: “TAKING AD TO THE NEXT LEVEL”

- **SESSION 1** (Oval Room)

“Whose Line Is It Anyway? Live Scene Study”

In this playful session, audience members will be the guides in choosing scenarios and settings for improvisational role plays between detailer and clinician! Attendees will see how a scene unfolds, observing skilled detailing trainers implement strategies to respond to the various challenges that detailers face. Participants can observe or participate based on their comfort level. **All positions and skill levels welcome.**

Bevin Amira | Deputy Director, NaRCAD

Jessica Alward, MS | Academic Detailer, State of NH

Julia Bareham, BSP, MSc | Academic Detailing and Information Support Pharmacist, RxFiles

- **SESSION 2** (Venetian Room)

“Tackling Tough Talks:

Tactics for Managing Difficult Conversations and Fostering Connections”

Detailing is a profession of nonstop curveballs—even with experience and preparation, there will always be conversations that challenge us. You’ll join two detailers experienced in having complex conversations with clinicians, especially when those clinicians are overworked, stressed, and struggling. Through discussion, theory, modeling, and team collaboration, you’ll leave this class more confident in your ability to respond to challenges with kindness and clarity. **All positions and skill levels welcome.**

Jennifer Carefoot, BSc (Pharm), RPh | Academic Detailing Pharmacist, BCPAD

Sophie Beaudoin-Gabriel, PharmD, RPh | Academic Detailing Pharmacist, BCPAD

- **SESSION 3** (Copley Room)

“Checking the Pulse: Keeping Your Program Healthy”

There’s so much more to think about outside of the 1:1 detailing visit, and keeping everything straight can be overwhelming. That’s why we’re inviting those of you who are managing AD programs, or who are managing AND detailing, to join us for this interactive, comprehensive session on the nuts and bolts of stellar program management. Participants will join seasoned AD management experts and walk away with confidence, tools, and practical application skills. **Ideal for both new and experienced program managers, as well as detailers themselves who may wear multiple hats.**

Jacki Travers, PharmD | Clinical Academic Detailing Pharmacist, PMC

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

- **LIVESTREAM BREAKOUT** ([Zoom Link](#))

“Igniting the First Spark:

Strengthening Your Ability to Schedule Visits with Clinicians”

No matter how experienced you are as a detailer, “getting in the door” is an ongoing challenge that requires creativity, persistence, and supportive resources. Our expert breakout leaders will provide a diverse cross-section of tactics used across our community, encouraging livestream attendees to consider applying a host of creative solutions to the challenge of initial outreach. You’ll also explore communicating with ‘gatekeepers’; being prepared to detail anyone in a clinic; and critical pre-planning before your initial outreach. **All skill levels and positions welcome.**

Lexie Hach, MA | Integrated Disease Intervention Specialist and Special Projects Coordinator
Iowa DHHS

Loren Regier, BS, BSP | Pharmacist, RxFiles Academic Detailing

12:00 PM
75 minutes

LUNCH

1:15 PM
45 minutes

NaRCAD ROUNDTABLE: “AD Community Creations”

Experience the power of collaboration through a hands-on, real-time strategy session with the AD community.

Bevin Amira & Vishal Kinkhabwala, MD, MPH | NaRCAD Co-Hosts

2:00 PM
15 minutes

AFTERNOON BREAK

2:15 PM
90 minutes

2023 SNAPSHOTS: “AD Highlights & Innovations”

Presenters will showcase groundbreaking highlights and innovations from their work that will shape the future of AD.

- **“AD Adaptability: Building Strong Relationships in Urban Hospitals & FQHCs”**
Christine Fishman, RPH, MPH | Academic Detailing Lead, MetroHealth
- **“RxFiles: Season Finales, Sequels, and Spin-Offs”**
Zack Dumont, BSP, ACPR, MSPharm | Clinical Pharmacist, RxFiles Academic Detailing
- **“Finding My Voice: Public Health Detailing Without a Clinical Background”**
Jessica Alward, MS | Academic Detailer, State of NH

3:45 PM
30 minutes

SPECIAL PRESENTATION: “Surprise Launch & Future Directions for our Community”

Bevin Amira & Vishal Kinkhabwala, MD, MPH | NaRCAD Co-Hosts
Aanchal Gupta | Program Coordinator, NaRCAD

4:15 PM
15 minutes

DAY 2 WRAP-UP & EVALUATIONS

Share your thoughts on the conference and we’ll bid each other farewell until next year!



EVALUATION

Please take a minute to
tell us how we did!

THE NARCAD TEAM



Michael Fischer, MD, MS
Founder & Director

Dr. Fischer is a general internist, epidemiologist, and health services researcher. He is Chief of the Section of General Internal Medicine at Boston Medical Center (BMC) and a Professor of Medicine at Boston University Chobanian & Avedisian School of Medicine. He practices primary care internal medicine at BMC's safety-net clinic and supervises residents in both the outpatient and inpatient settings. With extensive experience in designing and evaluating interventions to improve medication use, he has conducted numerous studies demonstrating the potential gains from improved prescribing. In 2010 he and Dr. Jerry Avorn co-founded NaRCAD and since then he has led its growth and has published on the principles of academic detailing and its application to a range of clinical areas.

Dr. Fischer's research interests in addition to AD include Medicaid policy, prescription drug reimbursement, electronic prescribing, and medication adherence. Dr. Fischer earned his medical degree from the Yale School of Medicine and a Master of Science degree in health policy and management from the Harvard T.H. Chan School of Public Health. He completed residency training in primary care internal medicine at Brigham & Women's Hospital. He spent over 20 years at Brigham and Women's Hospital as a clinician-researcher in the Division of Pharmacoepidemiology and Pharmacoeconomics and was a faculty member at Harvard Medical School and the Harvard School of Public Health where he taught courses on research methods. He has served on advisory or grant review panels for AHRQ, the Department of Health and Human Services, and the FDA and is currently the Chair of PCORI's Advisory Panel on Clinical Effectiveness and Decision Science.



Jerry Avorn, MD
Co-Founder & Special Adviser

Dr. Avorn is Professor of Medicine at Harvard Medical School and Chief Emeritus of the Division of Pharmacoepidemiology and Pharmacoeconomics (DoPE) at Brigham & Women's Hospital. A general internist, geriatrician, and drug epidemiologist, he pioneered the concept of academic detailing and is recognized internationally as a leading expert on this topic and on optimal medication use, particularly in the elderly.

The division he created includes faculty with backgrounds in internal medicine and its subspecialties, geriatrics, epidemiology, health services research and policy, biostatistics, and computer science. His major areas of research include: the scientific, policy, and social factors that shape physicians' drug choices; the identification and prevention of adverse drug effects; medication compliance by patients; programs to improve the appropriateness of prescribing and drug taking; and pharmaceutical cost-effectiveness analysis.

Dr. Avorn completed his undergraduate training at Columbia University in 1969, received the M.D. from Harvard Medical School in 1974, and completed a residency in internal medicine at the Beth Israel Hospital in Boston. He has served as president of the International Society for Pharmaco-Epidemiology and was a member of the Institute of Medicine Committee on Standards for Developing Trustworthy Clinical Practice Guidelines. Dr. Avorn is the author or co-author of over 500 papers in the medical literature on medication use and its outcomes, and is one of the most highly-cited researchers working in the area of medicine and the social sciences. His book, *Powerful Medicines: The Benefits, Risks, and Costs of Prescription Drugs*, was published by Knopf in 2004. Dr. Avorn is the Chief Clinical Consultant for Alosa Health, a non-profit that provides academic detailing services. He receives no payment for any of his academic detailing-related work.



Bevin K. Amira
Deputy Director

Bevin manages NaRCAD's strategic partnerships, building collaborations with public health leaders at the national and federal level. With career experience in building learning communities to increase engagement and sustainability, Bevin has expertise in creating interactive, interdisciplinary training curricula at healthcare-based non-profits. In collaboration with the dynamic NaRCAD team, Bevin facilitates NaRCAD's virtual and in-person learning sessions to encourage hands-on skill development and best practices sharing amongst peer programs.

Bevin earned her degree in Education from Emerson College, with a focus on teaching marginalized populations. Bevin has enjoyed her previous non-profit positions in diverse settings, including teaching English and Theatre in Boston-area high schools; managing the administration at a housing center for at-risk youth experiencing acute and chronic trauma; developing special learning initiatives for a homelessness advocacy network; and compiling ethnography research for a theatre-based youth activism study.



Anna Morgan-Barsamian, MPH, RN, PMP
Senior Manager, Training & Education

Anna manages the NaRCAD community's educational initiatives, from conferences and trainings to learning sessions. Anna's work has enabled NaRCAD to increase their training reach exponentially, and has included leading content development, managing the DETAILS blog, leading the facilitation team, and building community partnerships.

Anna has 8 years of experience working in direct patient care as a Registered Nurse, receiving her BSN from Simmons University in 2014. Anna joined NaRCAD in 2019 after receiving her Master of Public Health from Boston University. She is committed to improving the health outcomes of America's vulnerable populations.



Aanchal Gupta
Program Coordinator

Aanchal supports NaRCAD's communications and program development, ensuring resource curation is current and supports NaRCAD's global network. She manages NaRCAD's website toolkits and social media pages, and co-manages the DETAILS best practices blog and Peer Connection Program. Aanchal coordinates logistics and resource sharing for all educational events and analyzes evaluation data from NaRCAD's events to inform future programming.

Before joining the NaRCAD team in 2021, she earned her Bachelor's degree in Public Health from the University of Massachusetts, Amherst in 2019. Aanchal's experience working in government and non-profit organizations has provided her opportunities to tackle public health challenges, such as the housing crisis, tobacco use, and chronic illnesses.

OUR PRESENTERS



Jessica Alward, MS

Public Health Education and Detailing Specialist, State of NH

she/her/hers

Jessica Alward has been an academic detailer with the State of New Hampshire Division of Public Health Services since 2018. Her primary topics include HIV, STIs, HCV and other infectious diseases. Jess helped to develop the Public Health Education & Detailing program which strives to provide education to providers, organizations, and New Hampshire residents.

Jess has a background in education with a focus in adult learning. She is a trainer for the state in Diversity and Cultural Competency and previously worked as the education and training coordinator for the Bureau of Infectious Disease Control and Prevention in New Hampshire. She is also a training facilitator for NaRCAD's communications techniques trainings.



Julia Bareham, BSP, MSc

Academic Detailing and Information Support Pharmacist

RxFiles Academic Detailing

she/her/hers

Julia is a pharmacist with RxFiles Academic Detailing Service in Saskatoon, Saskatchewan, Canada. She also works as a community pharmacist for a large retail chain. Julia joined the RxFiles team in 2009 and until 2015 she provided academic detailing (AD) services primarily related to medication optimization in the long-term care population. In late 2015, Julia joined the College of Physicians and Surgeons of Saskatchewan where she held the position of Pharmacist Manager for the Prescription Review Program.

In early 2019, Julia returned to RxFiles where her professional interests include geriatrics and substance use disorders. Her work at RxFiles involves providing AD services across Saskatchewan, and the development of evidence-based drug therapy educational materials.

She obtained her Bachelor of Science in Psychology in 2004 from the University of Manitoba followed by her pharmacy undergraduate degree from the University of Saskatchewan (U of S) in 2008. In 2014, Julia completed her Master of Science degree in the division of Pharmacy at the U of S focusing on comprehensive medication management. Julia also has certificates in Business Administration and Professional Communication.



Sophie Beaudoin-Gabriel, PharmD, RPh

Academic Detailing Pharmacist

BC Provincial Academic Detailing Service

she/her/hers

Sophie has been a pharmacist with the BC Provincial Academic Detailing Service since 2022. Her background includes working as a consultant pharmacist in long-term care, as well as serving vulnerable individuals in Victoria's street community through both a traditional community pharmacy model and active outreach. In her spare time, Sophie enjoys creating art, antiques, and planning the expansion of her (friendly) canine army.



Mark Bounthavong, PharmD, PhD

National Clinical Program Manager

VA Pharmacy Benefits Management Academic Detailing Service

he/him/his

Mark is the National Clinical Program Manager at the U.S. Department of Veterans Affairs (VA) Pharmacy Benefits Management (PBM) Academic Detailing Services. He has worked with the PBM ADS since 2016 and has performed several implementation and program evaluations on academic detailing.

In addition to his role at VA ADS, Mark is also an Associate Professor of Clinical Pharmacy at Skaggs School of Pharmacy & Pharmaceutical Sciences, University of California at San Diego.



Nerissa Caballes, PharmD, MS, CRC

Assistant Director of Medicaid Programs Academic Detailing

Illinois ADVANCE at University of Illinois Chicago

she/her/hers

Nerissa manages Academic Detailing within Medicaid Programs at the UIC College of Pharmacy. She has worked at UIC since 2012 as a clinical pharmacist, clinical instructor, and academic detailer. She graduated with a Doctor of Pharmacy (2012) and Bachelor of Arts, Distinction in Psychology (1999) from UIC, and a Master of Science, Specialization in Psychiatric Rehabilitation Counseling, from Boston University (2001). Nerissa worked with refugees and trauma survivors as a rehabilitation specialist and education coordinator at Boston Medical Center. She has extensive experience as an emergency services clinical coordinator and supervisor and a clinical pharmacist at Chicago area psychiatric hospitals. She served as a consultant for several mental health projects, supervised and developed the student precepting program, and helped coordinate academic detailing studies on opioids and naloxone. Nerissa was a core member in developing Illinois ADVANCE and previously worked as clinical content co-leader. She also assists in coordinating the UIC Academic Detailing REMS Opioid Education Program. She wears many hats to maintain the academic detailing programs, including program management, clinical content, training, social media, marketing, and outreach and recruitment. Nerissa's primary interests are psychiatric pharmacy and mental health.

Jennifer Carefoot, BSc (Pharm), RPh

Academic Detailing Pharmacist

BC Provincial Academic Detailing Service

she/her/hers

Jen has been a pharmacist with the BC Provincial Academic Detailing service since 2016. Her diverse pharmacy career has taken her from community pharmacy in rural Alberta to long-term care in Victoria, BC. She is passionate about adult education, communicating knowledge translation, and is actively involved in precepting students and pharmacy residents. Most recently, she was a facilitator at the Canadian Academic Detailing Collaboration Basic AD workshop. In her spare time, Jen enjoys running, traveling, gardening and spending time with her family anywhere near or on the water.



Rocko Cook
Public Health Detailer and Program Manager
Detailing Improved Sexual Health (DISH)
Arizona State University
he/him/his or they/them

Rocko Cook serves as the Program Manager for DISH-AZ (Detailing for Improved Sexual Health in Arizona), a program of the Office of Evaluation and Partner Contracts for the Southwest Interdisciplinary Research Center (SIRC) at Arizona State University in partnership with Arizona Department of Health and Human Services. Rocko began working in the field of HIV in 1994 and is a community leader with over 15 years of experience implementing prevention and care programs in Arizona, Ohio, and Kentucky. In addition to his duties as a program manager, Rocko has served as a public speaker, a presenter at local and national conferences, and a consultant and leader for HIV community planning groups. Rocko has been living with HIV since 2002 and is passionate about improving sexual health for all communities.



Tony de Melo, RPh
Director of Clinical Education Programs, Alosa Health
he/him/his

Tony manages AD field staff and leads training programs at Alosa Health. He attended Massachusetts College of Pharmacy and Health Sciences in Boston, where he received a BS in Pharmacy with a minor in Business Administration. Tony's breadth and depth of experience includes roles in account management, product marketing and development, as well as leadership positions as regional manager, associate director of managed markets training and head of sales training for pharmaceutical companies. Throughout his career, Tony has successfully developed and executed marketing, training, and sales solutions to meet business objectives.



Zack Dumont, BSP, ACPR, MSPharm
Clinical Pharmacist, RxFiles Academic Detailing
he/him/his

Zack is a clinical pharmacist with the RxFiles Academic Detailing Service in Regina, Saskatchewan, Canada and an expert facilitator for NaRCAD's training courses. He has been involved with the RxFiles since 2008, with experience in both academic detailing and content development of RxFiles' evidence-based drug therapy comparison tools. Zack also serves as the Clinical Manager for the Saskatchewan Health Authority Pharmacy Department. His practice has largely been hospital-based, with more specialized experience in anticoagulation and heart failure. His professional interests include evidence-based medicine, information technology, and leadership. Zack graduated as a Pharmacist from the University of Saskatchewan in 2008. Following graduation, he completed a hospital pharmacy residency with the Regina Qu'Appelle Health Region. He also completed a Master's degree in Pharmacy, with a focus on leadership, from the University of Cincinnati.



Christine Fishman, RPH MPH
Academic Detailing Lead, MetroHealth
she/her/hers

Christine Fishman began her healthcare career in 1998 working as a pharmacist, serving patients in communities throughout Ohio and Michigan. She earned her Bachelor of Science in Pharmacy from the University of Toledo. While taking a break from her pharmacy practice to focus full time on raising her three children, she became increasingly alarmed by the worsening opioid crisis. Determined to be a part of the solution, she shifted her focus to serving the community and earned her master's in public health from Kent State University in 2020. She was hired to pilot and lead the AD program at the MetroHealth System's Office of Opioid Safety almost three years ago and is here to share insights and lessons learned. Christine is currently working to earn her PharmD from the Skaggs School of Pharmacy and Pharmaceutical Sciences at the University of Colorado.



Katarina Frank, MD, PhD
Senior Consulting Manager, Alosa Health
she/her/hers

Katarina lives in Dublin, Ohio and is experienced as a Physician Educator and as a Drug and Violence Prevention Educator. She has previously worked as an Anesthesiologist and Public Health Physician in Europe and as an Anatomy and Physiology Professor and Public Health Educator in the US. Katarina has published multiple articles related to Public Health. She received her Doctorate in Medicine in 1996 and her PhD in Public Health in 2014, both from Pavol Jozef Safarik University in Kosice, Slovak Republic.



Anaid Gonzalvez, MSW
Program Manager Research
Southwest Interdisciplinary Research Center, Arizona State University
she/her/hers

Anaid Gonzalvez manages the research aspects of several projects at Arizona State University's Southwest Interdisciplinary Research Center (SIRC) in the School of Social Work. She has been at SIRC since 2016, and has a background in prevention and working with Spanish-speaking populations in Arizona and Mexico. She received her Bachelor's in Psychology at Arizona State in 2005, and after working for several years in the logistics field, returned to ASU, where she completed her Master's of Social Work in 2016.



Lexie Hach, MA
Integrated Disease Intervention Specialist & Special Projects Coordinator
Bureau of HIV, STI, and Hepatitis | NuCara Capacity Extension
Iowa Department of Health and Human Services
she/her/hers

Lexie has been with the Bureau of HIV, STI, and Hepatitis, Capacity Extension Program as a Regional Health Specialist (RHS) for the last 6 years and brings with her 12 years of experience in the field. She earned her Master of Arts Degree from the University of Northern Iowa. Lexie is currently a doctorate in public health student (DrPH) with an epidemiology concentration at the University of Nebraska Medical Center. She has held positions in nursing, health education, public health, healthcare marketing, and has worked previously with the Bureau as a Disease Intervention Specialist (DIS). Lexie was instrumental in developing and implementing the RHS program (Academic Detailing) in Iowa's rural communities. In her RHS role, Lexie educates a variety of different stakeholders on best practices related to HIV, STIs, and Hepatitis in central Iowa. Lexie has supported the Sexually Transmitted Infection (STI) Program as a DIS and as a contact tracer at the height of the COVID-19 pandemic.



Vishal Kinkhabwala, MD, MPH
NaRCAD2023 Co-Host
HIV Prevention Activities Coordinator, Michigan DHHS
he/him/his

Vishal Kinkhabwala is the HIV Prevention Activities Coordinator with the Michigan Department of Health and Human Services (MDHHS) based in Lansing, MI. Through this position, he has been active with academic detailing for over 4 years and has helped to develop and further the program which aims to increase patient access to PrEP and other HIV Prevention strategies throughout the state of Michigan. Originally from the Chicago-land area, Vishal completed his Masters of Public Health from Benedictine University in 2013 and his Doctor of Medicine (MD) degree from Avalon University School of Medicine in 2018. Prior to starting at MDHHS, Vishal worked as a Disease Intervention Specialist for a CDC-funded HIV Molecular Clusters initiative at the New York State Department of Health. He has been involved actively with NaRCAD since 2020 and is excited continue working and learning with the passionate people in the world of Academic Detailing, especially through facilitating trainings. Outside of work, he is an avid Chicago sports fan and also enjoys a beautiful hike or an intense game of tennis.



Carrie Meyer

Coordinator Special Programs, Wicomico County Health Department

she/her/hers

Carrie Meyer has worked in Human Service for 15 years, and in Academic Detailing for almost three. She has a bachelor's degree in human services and is pursuing a master's degree in social work. She enjoys working with providers to bring them comprehensive, evidence-based materials, as well as bridging services for patients. As the detailer to Wicomico County, Carrie has worked with numerous providers in a variety of modalities to ensure the gold standard of practices for prescribing opioids. Additionally, she co-leads a group for providers interested in providing Medication for Opioid Use Disorder services for patients. Carrie is always looking for new methods to engage providers and ensure the information and resources she provides is superior.



Brandon Mizroch, MD/MBBS

University of Utah SOM Project Manager, Utah AETC

he/him/his

Brandon manages the Utah chapter of the AIDS Education Training Center (AETC). This national program works with healthcare providers to increase access to HIV Prevention and Treatment, STI testing and treatment, evidence-based gender-affirming care, and many other topics. He is the lead detailer for the program, in addition to helping to design all the educational materials, and is an official partner with the Utah Department of Health and Human Services and their mission to improve the health of all those at risk of acquiring infectious diseases.

Brandon attended medical school at the University of Queensland/Oschner Health System joint degree program. After medical school he pivoted to work in Public Health with the Louisiana Department of Health where he spent the next 6 years running the Academic Detailing program for the Office of STDs/HIV/HCV. After working with physicians in Louisiana on topics such as PrEP, PEP, syphilis prevention and treatment, and other infectious diseases, the office created the nation's first state HCV elimination project. He helped create the education program that trained over 800 clinicians in delivering HCV care, resulting in curing over 12,000 people living with HCV. In 2022, Brandon moved to Salt Lake City to run the Mountain West AETC program, where he works to continue their mission of improving the health of the state's most vulnerable people.



Darla Peterson

Regional Health Specialist, Bureau of HIV, STI, and Hepatitis

NuCara Capacity Extension

Iowa Department of Health and Human Services

she/her/hers

Darla has been with the Bureau of HIV, STI, and Hepatitis, Capacity Extension Program as a Regional Health Specialist (RHS) for seven years and brings with her 30 years of experience in the field. She earned her Associate Degree in Business from Western Iowa Tech Community College and Bachelor of Science Degree in Business from Bellevue University. Darla was instrumental in structuring and implementing the RHS program (Academic Detailing) in Iowa's rural communities. In her work, she educates a variety of different stakeholders that include medical providers and nurses, mental health and substance use providers, and correctional staff on best practices related to HIV, STIs, and Hepatitis C. Darla served as the co-chair for the Workforce Focus Area for Iowa's effort to end the HIV epidemic, Stop HIV Iowa. Prior to this position, Darla managed an HIV program at a community health center for more than twenty years.



Sarah J. Popish, PharmD, BCPP

Clinical Program Manager, VA Academic Detailing Service

she/her/hers

Dr. Popish is a Clinical Program Manager for Veterans Affairs Central Office, Pharmacy Benefits Management, Academic Detailing Services, which supports Academic Detailing programs throughout Veterans Health Administration (VHA). She has been working in academic detailing for the last 13 years. Dr. Popish has developed or assisted in the development of multiple Academic Detailing clinician guides that are used on a national level by VHA and has developed and led various academic detailing training programs for VHA. After receiving her PharmD from the University of Colorado School of Pharmacy, she went on to complete a Psychiatric Pharmacy Residency affiliated with Idaho State University College of Pharmacy and a two-year Pharmacogenomics and Psychopharmacology Research Fellowship with Nova South Eastern University and Lake Erie College of Medicine.



Corinne Puchalla, PharmD, BCPS

Clinical Content Lead, Academic Detailer, UIC and Illinois ADVANCE

she/her/hers

Corinne is a clinical pharmacist at the University of Illinois at Chicago (UIC) College of Pharmacy. She uses her passion for drug information and advancing patient care in her role as a clinical instructor and academic detailer. Her areas of interest include diabetes, biologics, and new drug approvals. Corinne is a proud graduate of the UIC College of Pharmacy, Class of 2016.

Her enthusiasm for science, health, and helping others prompted her to pursue a career in pharmacy. Before beginning her career in pharmacy, Corinne was a symphonic bassoonist and worked as personnel manager for The Florida Orchestra. She graduated from Indiana University with a master's in music in 2006 and from the University of Iowa with a Bachelor of Music in 2001. She enjoys performing bassoon in community orchestras and has been known to rock the dance floor (tango, salsa, bachata, cha cha, and zouk).



Chirag Rathod, PharmD

Clinical Pharmacist/Academic Detailer, UIC and Illinois ADVANCE

he/him/his

Chirag is a clinical pharmacist, academic detailer and instructor with Illinois ADVANCE at the University of Illinois-Chicago (UIC). He graduated with a Doctor of Pharmacy degree from Midwestern University in 2012 and has been working at UIC ever since. During his time at UIC, he has been involved in a number of collaborations with the College of Pharmacy, College of Dentistry, and College of Medicine in addition to teaching Medical Improv, which utilizes the techniques of improvisation to improve communication skills amongst current and future healthcare practitioners.

He has also been focused on academic detailing, including program planning, presentations to recruit organizations, creating educational material, training staff, facilitating role plays and providing individualized feedback, and detailing prescribers. He trained with NaRCAD in 2019 during their Spring Training Series to develop his skills as an academic detailer and has also presented at the NaRCAD annual conference. His interests include performing improv, podcasting, sports and hanging out with his sister's dog. Fun fact: Chirag hiked Mount Kilimanjaro in February of 2022.



Trish Rawn, BScPhm, PharmD

Clinical Service Director

Centre for Effective Practice (CEP) Academic Detailing Service

she/her/hers

Trish Rawn is a hospital pharmacist who currently practices at Mount Sinai Hospital in Toronto, in addition to her work as an academic detailer and Clinical Service Director for the Centre for Effective Practice's (CEP) Academic Detailing Service. She has extensive experience in hospital pharmacy, continuing education for health professionals, critical appraisal of health literature, medical writing, and patient health coaching programs. She is also a certified health coach specializing in health behaviour change. Trish obtained her pharmacy degree and later her Doctor of Pharmacy from the University of Toronto.



Loren Regier, BA, BSP

Pharmacist & Consultant Editor, RxFiles Academic Detailing

he/him/his

Loren Regier is a Pharmacist and Consultant Editor with RxFiles Academic Detailing Service in Saskatoon, SK, Canada. Loren has guided the development of this provincial academic detailing service since the first "ground breaking" pilot project began in 1997. Loren is active as a member of the Canadian Academic Detailing Collaboration and provides training and consultation to various programs and initiatives. Loren's interests cover the practical application of evidence to practice and the ongoing development of multifaceted interventions that support academic detailing. Additionally, Loren serves as a faculty facilitator for NaRCAD's Academic Detailing Techniques trainings. Loren is co-editor of the RxFiles Drug Comparison Charts – 10th Edition and a contributor/reviewer for Geri-RxFiles and the RxFiles – Bringing Evidence to Practicesection of Canadian Family Physician journal. Loren obtained his degree from the University of Saskatchewan, College of Pharmacy in 1988 which he followed with a hospital pharmacy residency. He serves as a lecturer, instructor and preceptor in the areas of evidence-informed drug therapy decision-making, educational outreach, and chronic pain management in a wide variety of professional settings.



Shuchin Shukla, MD, MPH

Associate Clinical Professor of Medicine, UNC, Chapel Hill

he/him/his

Shuchin Shukla, MD, MPH, was born and raised in New Orleans, Louisiana. He completed medical school and public health school at Tulane University and completed a residency in family medicine at Montefiore Medical Center in the Bronx, New York. He worked in the South Bronx for 5 years following residency, providing primary care for adults and children, as well as for adults living with HIV. He also served as medical director for Montefiore Project INSPIRE, a primary care-based Hepatitis C treatment program. He then moved with his family to Asheville, North Carolina, where he served at Mountain Area Health Education Center (MAHEC) as faculty physician and Clinical Director of Health Integration. He now provides clinical addiction medical services at Julian F. Keith Alcohol and Drug Addiction Treatment Center, consults for Buncombe County, North Carolina around overdose prevention, and works on projects at University of North Carolina, including post overdose response teams case management software development and technical assistance for programs serving communities affected by substance use and criminal justice involvement. He is an associate clinical professor of medicine in the Department of Family Medicine at the School of Medicine, University of North Carolina in Chapel Hill, and is a Diplomate of the American Board of Preventive Medicine, Board-Certified in Addiction Medicine. Additionally, he is a Robert Wood Johnson Clinical Scholar graduate.



Leah Tobey-Moore, PT, DPT, MBA
*Instructor/Academic Detailer, Health Services Researcher
Physical Therapist, University of Arkansas for Medical Sciences (UAMS)*
she/her/hers

Leah has 14 years of experience working in direct patient care as a doctor of physical therapy, receiving her DPT from The University of Central Arkansas in 2009. In her clinical practice her focus is chronic pain management inclusive of improving patient's quality of lives with self-care strategies and optimal, evidenced-based therapies.

Leah joined UAMS in 2013, began providing clinical education within 7 FQHCs for a HRSA grant with focus healthy aging and management of chronic illness, and in 2020 she earned an M.B.A. from The University of Arkansas. She is committed to improving the opioid prescribing problem with evidence-based pain management education to providers in rural Arkansas.



Jacki Travers, PharmD
*Clinical Academic Detailing Pharmacist
Pharmacy Management Consultants*
she/her/hers

Jacki is a clinical pharmacist with Pharmacy Management Consultants (PMC), a division of the University of Oklahoma College of Pharmacy. Since 2015, she has led the PMC academic detailing program. Her AD efforts are primarily in service to Oklahoma Medicaid providers, who in turn care for some of the state's most vulnerable population. She has served as a training facilitator for the NaRCAD Academic Detailing Techniques trainings since 2019.

Since earning her PharmD from the University of Oklahoma, she has served in the practice settings of independent, hospital, and clinical pharmacy. She currently develops detailing materials, delivers detailing services, and analyzes program results for multiple topics as part of a statewide plan. Her program efforts focus on bridging the gap between information and application in order to provide quality healthcare in a fiscally responsible manner.



Dave Watt
*Detailing Improved Sexual Health (DISH)
Arizona State University*
he/him/his

Dave Watt is a senior detailer on the Academic Detailing team at Arizona State University in partnership with AZ Department of Health. A former classroom teacher, he brings experience and a passion for education. He's been working in the field of HIV and community sexual health education for over 18 years with a focus on status-neutral messaging to alleviate stigma.

As the founder of an anti-stigma campaign Team Friendly, he has presented on a national level to raise awareness on how to fight HIV stigma in friendly ways. He's excited to be on the DISH-AZ team to provide public health education, connections, and referrals for healthcare providers.

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ARTIFICIAL INTELLIGENCE AND ACADEMIC DETAILING

By: Jerry Avorn, MD, Co-Founder & Special Adviser, NaRCAD



“... we can remember to bring to our work a clear moral mission - that good evidence matters...”



Read more of Dr. Jerry Avorn's work on our DETAILS Blog.

Following the astonishing debut of AI applications like ChatGPT a year ago, “knowledge workers” (that’s us) have been forced to ponder how much of what we do could be replaced by a very smart set of computer programs. Such applications can already pass medical licensing exams better than many graduates and have gotten remarkably good at reading X-rays and pathology specimens. How soon will AI systems become adept at reviewing the clinical literature and preparing concise, user-friendly summaries, complete with prescribing recommendations? Not yet, but likely before long.

Try it yourself at home: log onto OpenAI.com (it’s free) and ask ChatGPT for advice about medications for diabetes or hypertension or HIV or anything else. Just be careful about its “hallucinations” – the fact that sometimes AI just makes up wrong stuff. (I prefer the term “confabulation,” also used to describe this well-known phenomenon.) That can be whimsical if you’re a N.Y. Times reporter and ChatGPT advises you to leave your spouse, and it can be very problematic if you’re a lawyer who relies on case law that ChatGPT simply fabricated. (Both actually happened.) But it can be lethal if it involves incorrect clinical recommendations.

Yet that said, AI is getting smarter every day. If programmed well in the coming years, large language models like ChatGPT or its growing number of competitors could eventually also learn how to gauge prescribers’ current knowledge, attitudes, and practices, and then ask just the right questions to find out why they’re doing what they’re doing, what their concerns are, and what it would take to get them to change.

Once things mature a bit further, will large health care systems interested in academic detailing and in cost-cutting simply replace humans with AI-AD-bots? After all, they

could work 18-hour days, don’t need health care benefits, and can disseminate any message their employer wants. It will be easy to replace a recommendation like “SGLT-2 inhibitors in diabetes can reduce cardiovascular and renal disease as well as lower glucose” with: “SGLT-2 inhibitors are extremely expensive and increase our drug budget. Use metformin or sulfonylureas whenever possible.”

So if we have a few years to prove that actual people still have a vital role to play in helping practitioners make better decisions, what can we do?

- **First, we should consider and then embrace what makes us fully human in our work:** our capacity to bring a critical eye to the clinical literature, and to understand and embrace nuances in the evidence.
- **Second, we can draw on our genuine empathy for the perspective of the practitioner,** and an appreciation that it’s hard to be a front-line clinician. This is a property the bots may eventually be able to simulate, but at the moment still do imperfectly.
- **Third and most important, we can remember to bring to our work a clear moral mission –** that good evidence matters a lot, and that patients have to come first.

Those are values that endure and can distinguish our work from a sophisticated set of algorithms. Best of all, they can’t be changed if whoever is in charge overwrites a few lines of code to maximize some other agenda, or if the algorithms just make stuff up.

AMPLIFYING THE PATIENT VOICE: Strengthening Capacity for Harm Reduction

An interview with **Adriane Apicelli, MSW, Project Manager**
Harm Reduction Projects, UNH, College of Health and Human Services

By: **Anna Morgan-Barsamian, MPH, RN, PMP, Senior Manager, Training & Education, NaRCAD**



“I firmly believe that individuals are the experts in their own lives, and it’s essential that people have access to the necessary resources, materials, and support systems to ensure their safety and well-being.”

Anna: *Hi, Adriane. Harm reduction is deeply meaningful to many individuals – can you share why harm reduction is meaningful to you?*

Adriane: The core principles of harm reduction, such as self-determination, mutualism, and self-advocacy, resonate with my personal and professional values. I firmly believe that individuals are the experts in their own lives, and it’s essential that people have access to the necessary resources, materials, and support systems to ensure their safety and well-being.

Harm reduction also offers a powerful framework that facilitates a shift within communities that moves away from moralization and stigmatization of individuals who use drugs. It’s easy to blame individuals for their behavior, but it’s far more challenging to critically reflect on how systems and decisions put people in those circumstances in the first place.

Anna: *By embracing harm reduction principles, people within our communities can foster empathy and understanding for those facing challenges with substance use. Everyone deserves the same dignity, respect, and access to necessary resources. Can you tell me about the harm reduction detailing project you’ve been working on in*

collaboration with the National Association of County and City Health Officials (NACCHO)?

Adriane: We’re currently focused on detailing elected officials in the State of New Hampshire, including city counselors, mayors, and senators. The opinions and decisions of elected officials shape the harm reduction service landscape – they make decisions that either enable or constrain available resources.

Anna: *Recognizing the influential role of elected officials is crucial when working on public health initiatives, including harm reduction. What is the overall goal of your current detailing project?*

Adriane: We want to empower elected officials to make informed decisions that increase capacity of harm reduction services based on the needs of their communities. We’re currently encouraging elected officials to establish direct connections with individuals who use drugs so they can integrate the expertise from those with lived and living experience into decision-making processes regarding laws, policies, and resource allocation.



Anna: *Actively listening to those with lived and living experience helps to better understand how to support specific populations. How did your team decide to focus on encouraging elected officials to directly connect with people who use drugs?*

Adriane: During the development of our detailing project, we consulted with local syringe service program (SSP) participants and asked them how they think elected officials can better understand substance use and harm reduction. The overwhelming response was for direct communication between individuals who use drugs and elected officials, or having elected officials spend the day with them to understand their experiences firsthand.

We're trying to figure out how we can facilitate these approaches to ensure the safety and ethical treatment of SSP participants. We've also been exploring the possibility of forming advisory committees to incorporate the perspectives of individuals who use drugs in the decision-making process in a safe and supportive environment.

Anna: *Advisory committees certainly help to ensure that voices and perspectives are heard and valued. Let's transition to thinking about all of your detailing work to date – what makes you most proud to be a harm reduction detailer?*

Adriane: The people I detail. We shouldn't underestimate how hard it is to change our minds, our attitudes, or our behaviors. It takes so much humility and effort to receive and integrate new information, especially when it counters your social values and beliefs. It's an honor to work through that learning process with those that I detail.

Anna: *Do you have a specific example of that learning process that you can share?*

Adriane: I detailed someone who was initially hesitant to publicly announce that she prescribes buprenorphine because she was worried how that information would affect her patient panel. We ended up having a conversation about substance use stigma and its implications. We discussed that openly sharing that she prescribes buprenorphine serves as a powerful signal to patients, assuring them that she provides a safe environment to seek treatment. It also sends a message to other clinicians about the importance of

prescribing this medication to patients who need it.

Anna: *Having those types of honest conversations with people you detail is imperative to changing behaviors and reducing stigma at the individual and community level. Is there anything else you'd like to add before we wrap up today?*

Adriane: Remember that it's much easier to build harm reduction capacity in collaboration with others. Last year, I collaborated with individuals from the public health department, a local hospital, the New Hampshire Harm Reduction Coalition (NHHRC), and a community volunteer to address a concern raised by a business owner regarding improperly discarded sharps on their property.

We formed an informal work group and created a proposal aimed at piloting an anonymous syringe disposal project, installing two disposal units in the community. The disposal units were proposed to be on city property, so we needed buy-in from City Council to be able to do this.

We recognized the power of engaging elected officials and presented our proposal to the City Council. Our proposal received unanimous support and it's currently being piloted in the community. Collaborative advocacy and engagement with members of the community and elected officials can bring about positive change and enhance the health of all.

Anna: *We often have more power than we think when we collaborate with others who have similar goals. Detailing is an effective approach for encouraging collaboration and connection with experts in the community, including experts with lived and living experience.*



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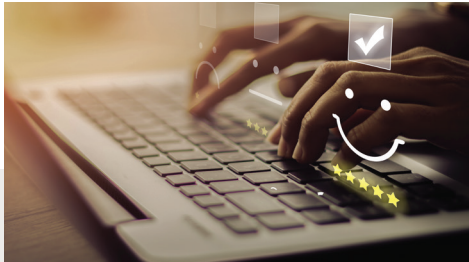
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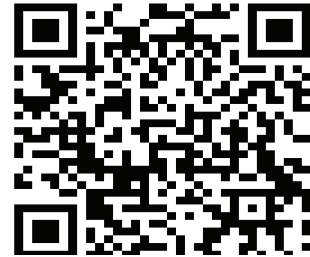
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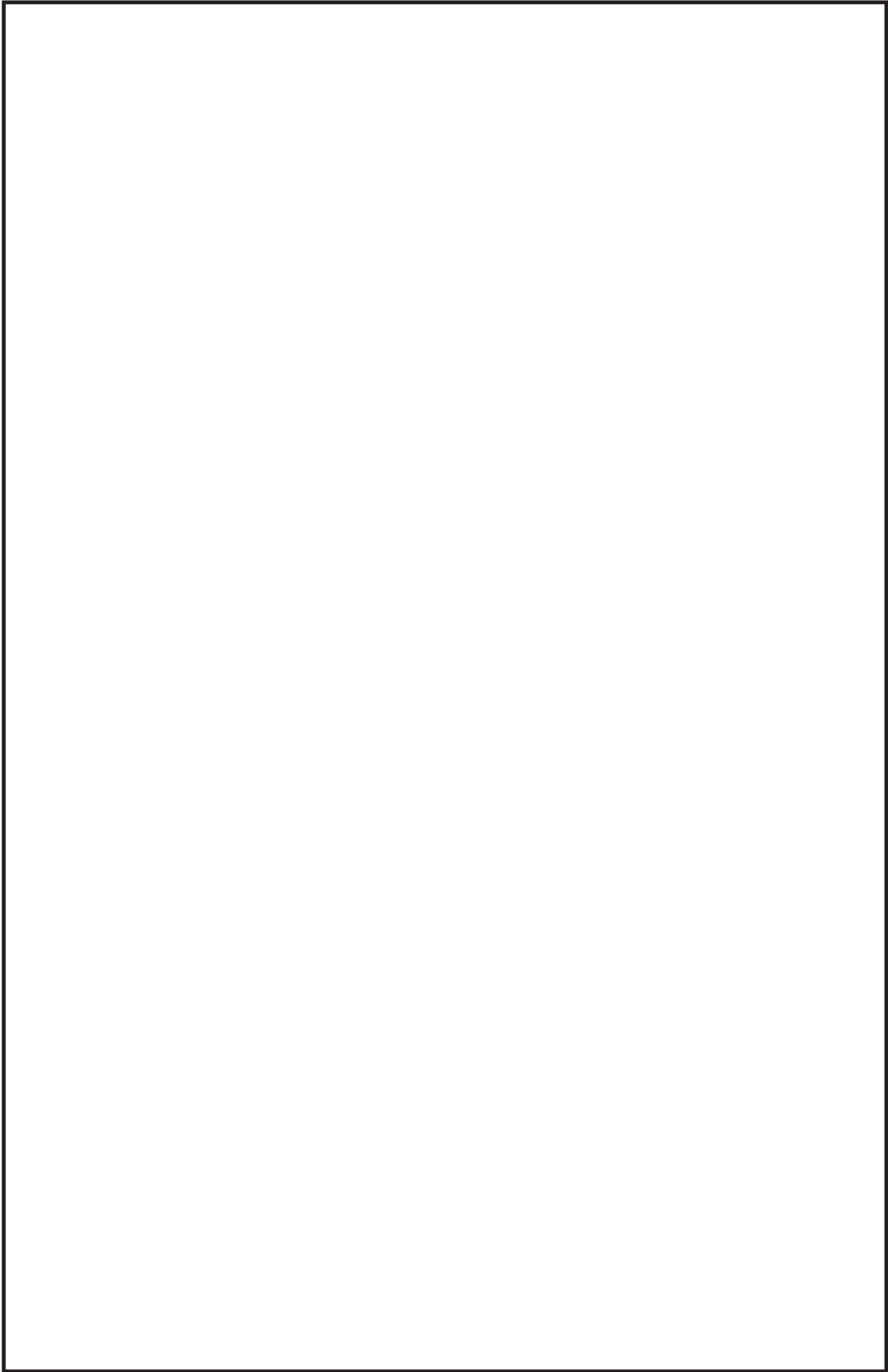
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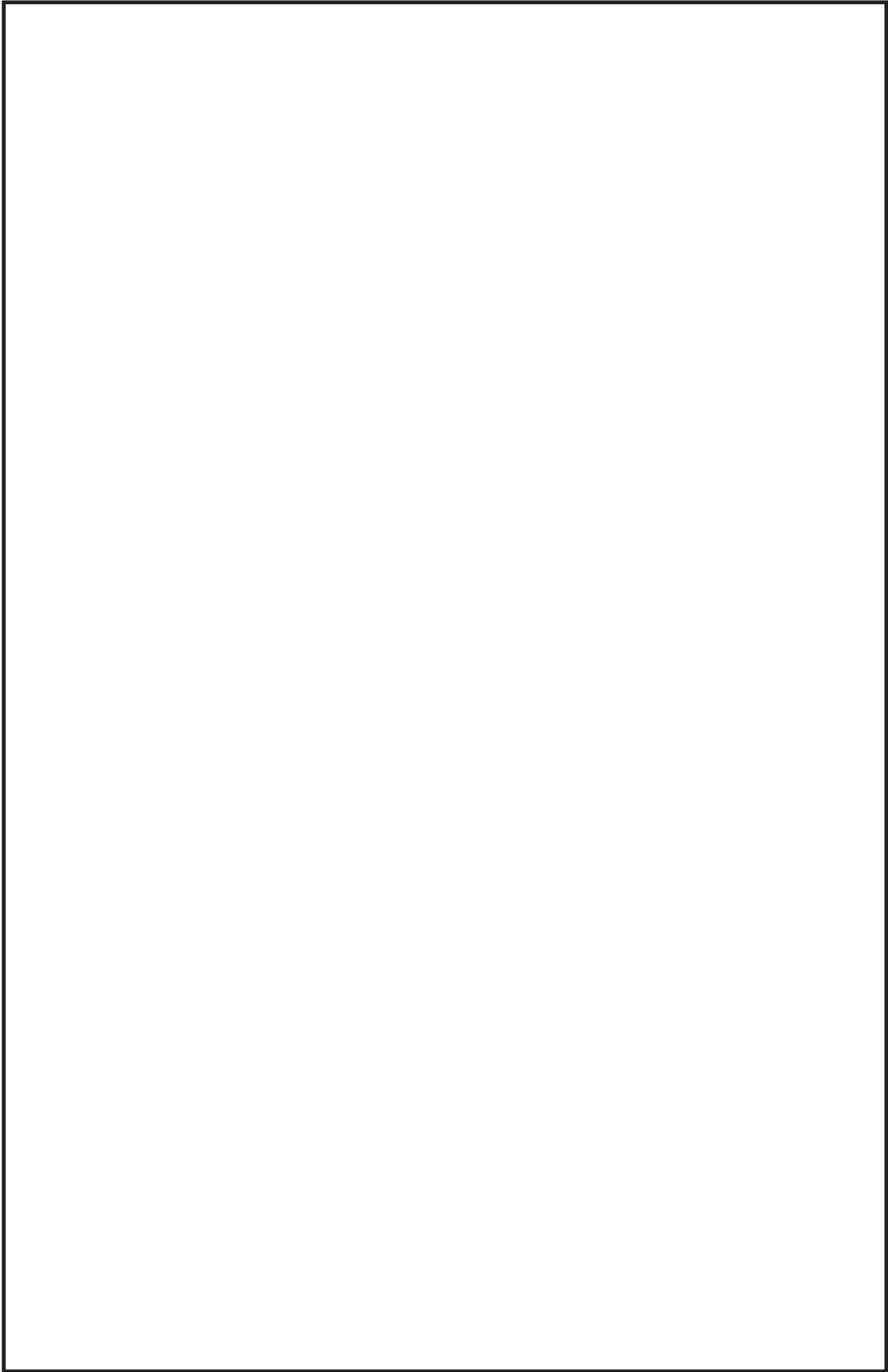
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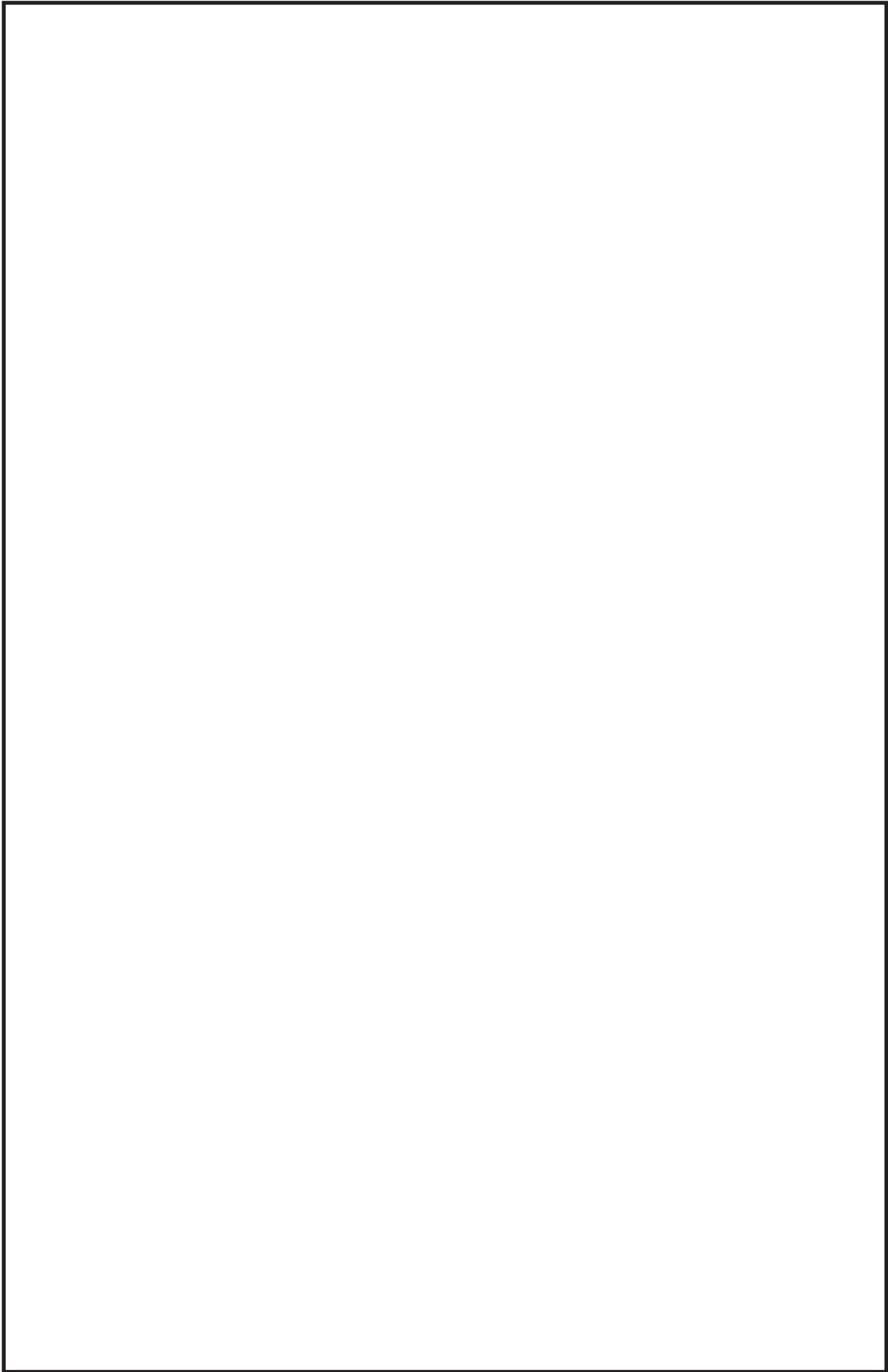
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