

# WELCOME TO NARCAD2018!

The 6th International Conference on Academic Detailing

EXPANDING OUR VISION & ENHANCING CARE  
WITH CLINICAL OUTREACH EDUCATION



#NARCAD2018

NOVEMBER 12 - 13, 2018

THE JOSEPH B. MARTIN CENTER AT HARVARD MEDICAL SCHOOL  
77 AVENUE LOUIS PASTEUR | BOSTON, MASSACHUSETTS

**MIKE FISCHER, MD, MS, DIRECTOR, NARCAD**

# Sources of Support

- This conference is supported by a grant from the Agency for Healthcare Research and Quality (AHRQ) with additional support from DoPE
- NaRCAD is supported primarily by a grant from AHRQ with additional support from CDC and state programs.
- My current research projects are funded by AHRQ, NIH, PCORI, FDA, and Surescripts.
- I consult for Alosa Health, a non-profit that supports academic detailing programs. I do not accept personal compensation from any pharmaceutical companies, health insurers, or device manufacturers.
- DoPE accepts occasional unrestricted research grants from drug companies or health insurance companies to study specific drug safety and utilization

# Getting (& Staying) Connected



**WIFI: HMSPublic**



**#narcad2018**

**#academicdetailing**

**@narcad**



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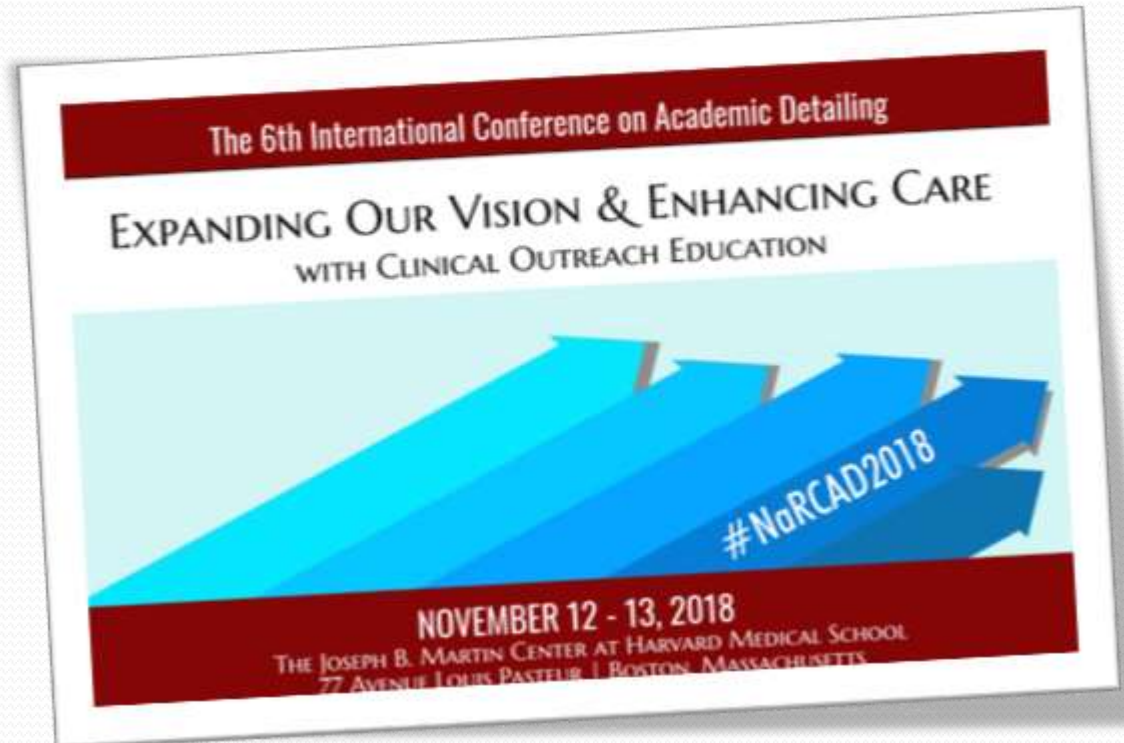
Renew your motivation to transform healthcare.

# INTERNATIONAL CONFERENCE SERIES



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# Post-Event Resources:

On-demand video & slide decks live within 1 week

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## THE CONFERENCE HUB

*Archival Content from Previous Conference Events*

# Welcome to Boston!



# Who's Brand New to Academic Detailing?



# In the Field for 5 years or less?





# More than 5 years in AD?



# The Father of Baseball



# The Father of AD



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**AD to Improve  
Outcomes for the  
Opioid Crisis**

# Conference Resources



# Primary Care Burnout

ANNALS OF MEDICINE NOVEMBER 12, 2018 ISSUE

## WHY DOCTORS HATE THEIR COMPUTERS

*Digitization promises to make medical care easier and more efficient. But are screens coming between doctors and patients?*

By Atul Gawande



# Primary Care Burnout Statistics

- A 2016 study found that physicians spent about **2 hours doing computer work** for each hour spent with a patient
- The average workday for its family physicians has grown to **11.5 hours.**
- The result has been epidemic levels of burnout among clinicians:
  - **40%** screen positive for depression
  - **7%** report suicidal thinking—almost double the rate of the general working population.

<https://www.newyorker.com/magazine/2018/11/12/why-doctors-hate-their-computers>

**How can we use academic detailing as a tool to leverage and encourage clinician wellness?**



# Focus on Clinician Wellness



“All of us escaped burnout, but narrowly — only, perhaps, by finding personal, often deeply specialized **purpose** in our work....We survived, I think, by deepening our **commitments** to research.

We tried to increase our **mastery** within peculiar medical niches. And powerful, **autonomous interests** kept us going... We didn't burn out, perhaps, by burning a little more.”

“**For Doctors, Delving Deeper as a Way to Avoid Burnout**”

**Siddhartha Mukherjee** *New York Times Magazine, Oct. 10, 2018*

# AD to Change & Support Clinical Decision-making



When doing a better job IS the reward.



“The best that carrots — or sticks — can do is change people’s behavior temporarily. They can never create a lasting **commitment** to an action or a value, and often they have exactly the opposite effect ...

Working with people to help them **do a job better, learn more effectively**, or acquire good values takes time, thought, effort and courage. Doing things to people, such as offering them a reward, is relatively undemanding for the rewarder, which may help to explain why carrots and sticks remain stubbornly popular despite decades of research demonstrating their failure.”

**“Science Confirms It: People Are Not Pets”**

**Alfie Kohn** *New York Times*, Oct. 27, 2018

# Learning, Sharing, & Connecting

**#NaRCAD2018**





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NaRCAD & the Academic Detailing Conference Series are supported by the Agency for Healthcare Research Quality. NaRCAD is a program of the Division of Pharmacoepidemiology & Pharmacoeconomics (DUPH) at Brigham & Women's Hospital, Harvard Medical School.



#NaRCAD2018  
narcad.org

**NaRCAD2018 Keynote Speaker:**  
**Amanda G. Kennedy, PharmD, BCPS**  
**DIRECTOR, VERMONT ACADEMIC DETAILING PROGRAM**

