



# Igniting the First Spark: Securing the Clinician Visit

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# Today's Agenda

**Introduction (20-25 minutes)**

**Breakout 1 (15 minutes)**

**Large Group Discussion (15 minutes)**

**Breakout 2 (15 minutes)**

**Large Group Discussion (15 minutes)**

**Wrap-up (5 minutes)**



# Disclosure Statement



No conflicts of interest



No financial or non-financial  
relationships of concern



# Today's Presenters

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# Access to Providers: Building Relationships

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Carolyn Wilson, MPH, CHES, NCTTP, CPS

Senior Health Program Coordinator

Ledge Light Health District

New London, CT USA

# Academic Detailing on Opioid Safety: ADOPS

## State of CT Dept. of Mental Health and Addiction Services (CT DMHAS)

- Federal funds; awards to local health
- Pilot Program
- Data driven; geography
- Capacity matters
- UConn School of Pharmacy partner

## Ledge Light Health District (Local HD)

- Grantee; contracted services
- Serve 120k people in SE CT
- Robust Health Education Dept.
- Many grant funded programs
- End of State pilot; 2020; virtual
- CPMRS, naloxone, MOUD, Pain mgt., Communication

# Getting to know me: The “non-clinical” health educator

## ***Primary Prevention***

- Coordination of State and federal grants for primary prevention
- Alcohol, cannabis, prescription drugs, vaping/tobacco
- Environmental strategies
- Evidence Based, SPF model
- Coalition building; capacity

## ***Harm Reduction***

- LLHD NLC Cares program
- Overdose Action Team
- State and Federal grants
- Naloxone saturation
- Access to treatment; MOUD
- Stigma reduction/awareness
- Testing strips/safer use

# Provider Recruitment

## *Personal channels*

- Who do you know?
- LinkedIn
- Coalition Contacts
- Friends of Friends
- Friends in the medical field
- Social Media

## *Professional channels*

- Who do you know?
- LinkedIn
- LLHD Nurses/MRC
- Letters
- Faxes
- Medical/Pharmacy Associations

# Outreach Methods

- **Letters** (one from UCONN, one from LLHD, one flyer)
- **Faxes**
- **LinkedIn**
- **Social Media**
- **E-mails**
- **Marketing budget**
- **Pharmacy Association:** conference sponsorship, e-blasts, newsletter
- **Upcoming:** PA Association (conference), State Medical Society

# Referrals

**Warm handoff, personal introductions vs. “Cold Calling”**

**Building trust! Outsider mentality. Genuine gratitude.**

- *“The best compliment I can receive is a referral to someone you know!”*
- *“If you enjoyed these sessions, please let me know if you have any colleagues to refer me to...”*
- *“Would you be interested in providing a testimonial about your experience?”*
- *“Can you do me favor? I need your help and I know you are well connected/a go-to person...”*




# Incentives

- Grant budget and few restrictions on incentives (SAMHSA guidelines)
- Alternative to lunch n' learn? Gift card is easier than taking orders
- \$30-50 per session, up to \$150 to favorite restaurant
- Employer polices- Beware. Ask. Transparency is important.
- Many health systems are no longer accepting incentives
- Modified letter and communications to reflect policy
- Pre-approved Live CE/CME- requirement to get CME/CE on opioids

# Gaining Access: Other Tips

- Medical Systems: Directors of Continuing Ed or Training/Professional Development
- Federally Qualified Health Centers
- School Based Health Centers
- Military (Coast Guard Academy/NLON Sub Base)
- Occupational Health (General Dynamics/Electric Boat)
- Non-traditional settings-telehealth, QI/QA
- Non-retail pharmacists: Not everyone works 'on the bench'!



Thank you  
for your  
time and  
attention!

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Carolyn Wilson, MPH, CHES, NCTTP, CPS

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CENTER FOR HEALTH INNOVATION

**UPDATE NM**

YOUR FREE CME PROVIDER

**GAINING  
ACCESS TO  
PROVIDERS**

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# Amy Lucero, BPH, Program Manager

- Born and raised in Albuquerque, New Mexico
- Studied Public Health at New Mexico State University
- Worked on UPDATE NM Project since January 2021
- Former Crisis Advocate with the Tucson SARS Team
- Special Interests in Opioid-Use Disorder and ACEs

# Program Overview

Free Continuing  
Medical Education  
(CME) Credits

All Prescribers in  
New Mexico

Extremely Rural  
Service Areas

Chronic Non-  
Cancer Pain  
Management

Buprenorphine  
Prescribing

Overdose Data to  
Action Grant  
(OD2A)

# Recruitment Strategies



Exhibiting at provider conferences



Paid advertisements utilizing official commercial



Google ads for key words searched



Visiting clinics with swag items



Connecting with residency programs



Community referrals

# Conferences

Keep tabs on professional associations in the area

Conferences often at similar time each year

Ask about non-profit discounts

Pay attention to advertisement perks

Bring resources, swag items, signage and a positive attitude!



# Official Commercial



# Community Referrals

County Health  
Councils

Former  
Participants

Clinical  
Directors

Department  
of Health

Prescription  
Monitoring  
Program

Friends,  
Family, and  
Colleagues

# Common Pushback

"I don't like being put on the spot."

"Can't we do this as a group?"

"I'd like to do all five hours in one day."

"Why is this free? What is the catch?"

"I don't deal with this stuff."

# Breakouts Round 1



# Discussion Questions

1. **Introduce** yourself and your program.
2. What are the **most effective strategies** for gaining access that your program has tried?
3. What are the **least effective strategies** for gaining access that your program has tried?



*We'll see you in 15 minutes*



## **Remember**

- Turn your video on for the breakout session if you're able to
- Request help from the host if you need assistance from the NaRCAD team
- Have fun!

# *Large Group Discussion & Sharing*



# Breakouts Round 2





# Discussion Questions



**Scenario:** *Your team is launching a new detailing campaign on pediatric immunizations. You have only detailed adult primary care providers in the past. Your team is preparing to begin outreach to pediatric clinics and promote your program.*

1. What do you expect to be the **barriers and pushback** you may experience as you gain access to these clinics and clinicians?
2. What steps would you take to **overcome these barriers**?

*We'll see you in 15 minutes*



## **Remember**

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- Have fun!

# *Large Group Discussion & Sharing*



# *Type in the Chatbox*

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Have you identified something you could **do differently/improve** to gain access to clinicians?

If you were to **implement one strategy** from today, what would it be?





**Please rejoin the main room now  
by clicking on the link in the chatbox.**