



***Cracking the Case:
Clues & Sleuthing Before an AD Visit***

Presenters: Kelly Kretzer & Jacki Travers

June 22, 2023

Disclosure Statement: Kelly Kretzer



- Full time academic detailing pharmacist for Alosa Health
- No funding from the pharmaceutical company

Disclosure Statement: Jacki Travers

- Full time academic detailing pharmacist for Pharmacy Management Consultants at the University of Oklahoma College of Pharmacy
- CARE program: Collaborative Advancement of Prescription Excellence
- Current and past funding sources include:
 - Oklahoma Health Care Authority (OHCA): Medicaid, a.k.a SoonerCare
 - Children's Health Insurance Program (CHIP)
 - Oklahoma State Department of Health (OSDH)
 - American Academy of Pediatrics (AAP)
- No funding from the pharmaceutical industry



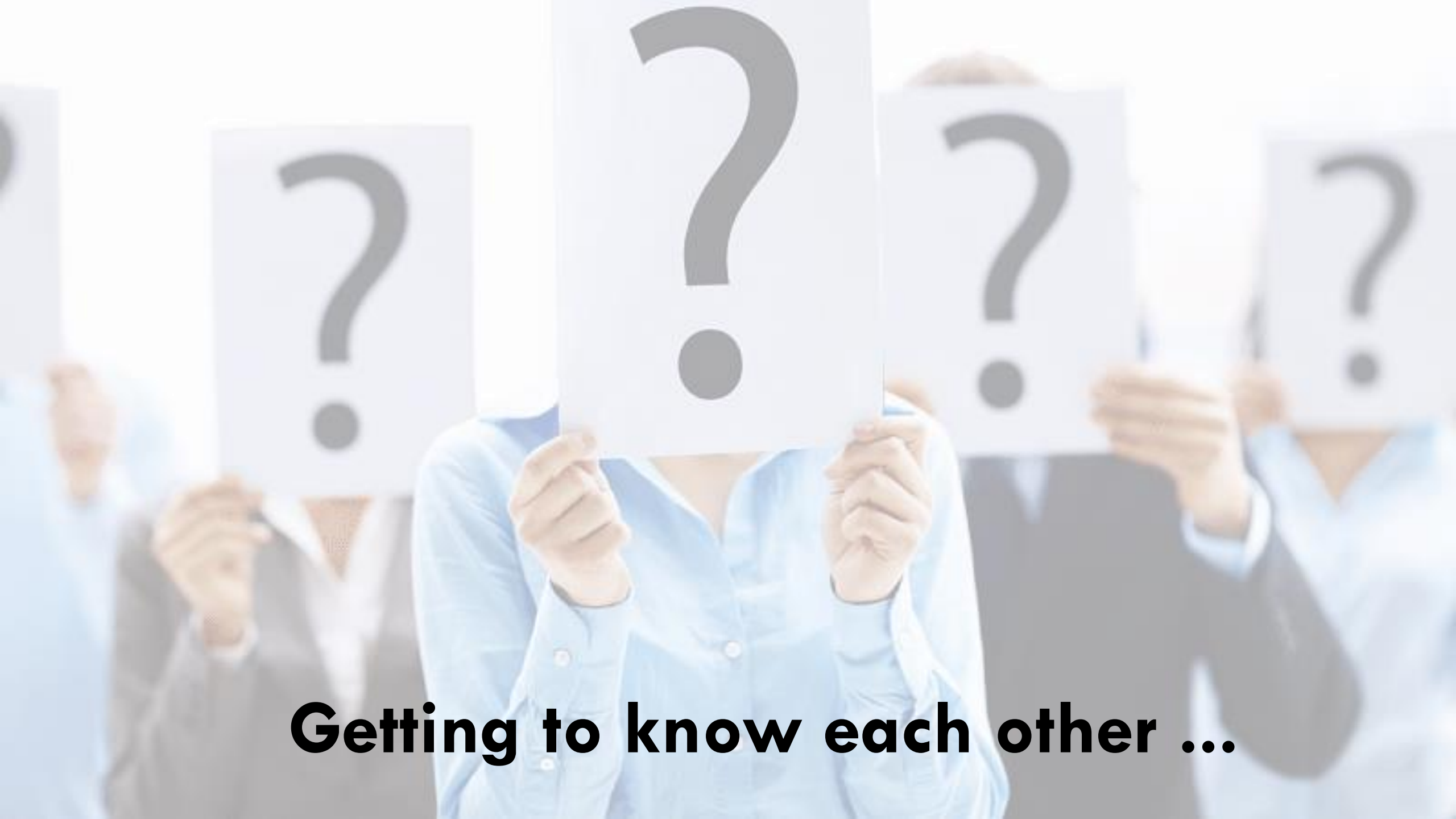
Objectives

This breakout session will empower and equip new & seasoned detailers to:

1. Understand the methods used to **assess clinical environments, clinicians, and the patient populations**
2. **Create resources** that will prepare detailers to **implement sleuthing methodology**

Housekeeping

- Adjust your view to **'speaker view'**
- Turn your **video on**
- Keep **yourself muted** when not speaking
- Send **chat messages to 'everyone'**
- Use the **chat box to ask questions**
- **Privately message a NaRCAD team member** on Zoom if you have any **technical issues**



Getting to know each other ...



Sleuthing Kelly:

- Kelly Kretzer, PharmD (University of Illinois)
- Alosa Health, Sr. Consulting Manager for Medical Education
- Greater Chicago area
- 20+ years in pharmaceutical and education industries
- Current therapeutic focus: Pain management & opioid use disorder education
- Has connections to:
 - C-suite
 - >1000 health care providers
 - >17 health care systems
- Also worked in retail and PHARMA
- Licensed in 1990, no disciplinary actions
- Possible small talk points: Food Network, HGTV
- Likely:
 - Leans conservative politically
 - Travels for work or significant remote work
 - Minimal direct patient contact

Sleuthing Jacki:

- Jacki Travers, PharmD (University of Oklahoma)
- Oklahoma Health Sciences Center, Academic Detailing Pharmacist
- Area of specialty: pharmacotherapy
- Edmond, Oklahoma
- Pharmacy Management Consultants (PMC) since 2015
- Serves on Oklahoma Pediatric Psychotropic Medication Task Force
- Also worked in retail pharmacy and as a clinical pharmacist
- Licensed in 2010, no disciplinary actions
- Possible small talking points: photography



Poll Everywhere

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📱 Text **JACKITRAVERS708** to **37607** once to join

How long have you been detailing?

A: Less than 1 year

B: 1 to 2 years

C: 3 to 4 years

D: 5 to 10 years

E: More than 10 years

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What are your current AD topics?

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Understanding the Clinic

- **Geography/location**
- **Type of practice:**
 - Independent
 - Small chain
 - Large health system
 - Federally Qualified Health Center (FQHC)
- **Website:**
 - Shared links
 - Other providers in the practice
 - Areas of specialty/focus
- **Practice billing structure:**
 - Fee for service
 - Managed care
 - Accountable care
- **Language(s)**

Understanding the Clinician

- **Specialty**
- **Personality**
- **Barriers:**
 - Prior authorizations
 - Completing CME
- **Race/ethnicity**
- **Gender**





Understanding the Patient Population

- **Language**
- **Race/ethnicity**
- **Lived Experience**
- **Geography**
 - Food deserts
- **Gender**
- **Socioeconomic status**
- **Community support**
 - School resources

Breakout: Case Study

A woman with long dark hair, wearing a white lab coat, is sitting at a desk. She is looking slightly to her right with a thoughtful expression. In the foreground, the back of another person's head and shoulders is visible, suggesting a meeting or consultation. The background is a light-colored brick wall.

Tessa Chesher, D.O.

Oklahoma

Group 1: Clinic

Group 2: Clinician

Group 3: Patient population

Breakout: Case Study Reporting

Tessa Chesher, D.O.

Oklahoma

Group 1: Clinic

Group 2: Clinician

Group 3: Patient population



Breakout: Sleuthing Resources

All groups:

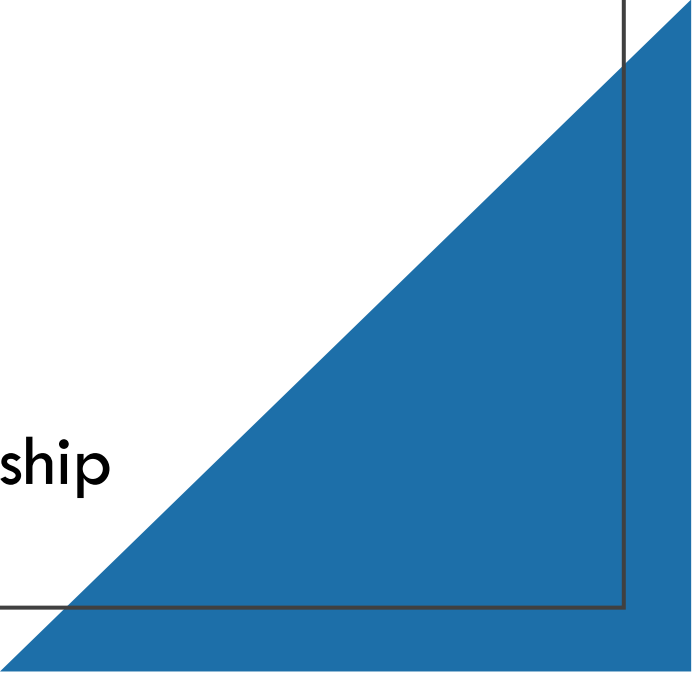
- **Create a list of the sites and resources to be used in preparing for an AD visit**

Breakout: Sleuthing Resources Reporting

- State Boards
- LinkedIn
- Facebook
- Instagram
- Twitter
- Practice website
- Yelp reviews
- Google search
- Practice manager
- PHARMA reps
- Friends & colleagues

Wrap up

Sleuthing is intended to:

- **Increase efficiency** of needs assessment
 - Demonstrate **interest & empathy**
 - **Set the stage** for the detailer-provider relationship
- 



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