Welcome to NaRCAD2018!

The 6th International Conference on Academic Detailing

Expanding Our Vision & Enhancing Care with Clinical Outreach Education

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

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- NaRCAD is supported primarily by a grant from AHRQ with additional support from CDC and state programs.

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- 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

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Post-Event Resources:
On-demand video & slide decks live within 1 week
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
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.


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.”
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 rewarer, 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

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