

Comparison of two methods of introduction to an academic detailing program: ADHD treatment among pediatric Medicaid patients

The 4th International Conference on Academic Detailing



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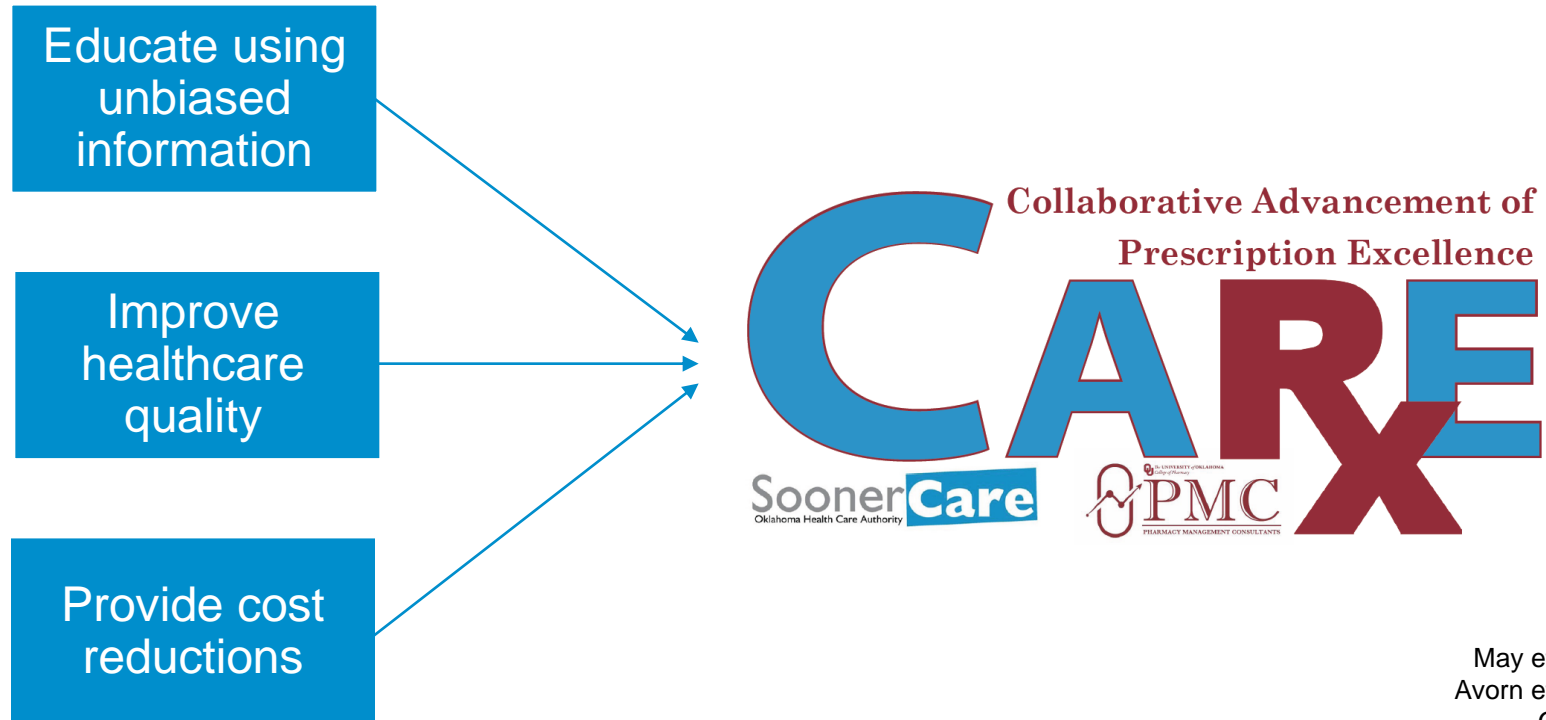
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Background



Gatekeepers



Gatekeepers

WILLKOMMEN

欢迎

स्वागत

BIENVENIDA

WELCOME

BIENVENUE ようこそ

добро пожаловать

ترحيب

BEM-VINDO

Design - PA

Key Message:

CARE can help you improve practice efficiency.

Features of visit:

- Personalized
- On-site
- 15 minutes long
- Free
- *Provider not required to attend

Benefit to Practice:

- Improved efficiency in chosen areas
- Immediately implement skills learned
- Minimal workflow disruption
- No budget impact
- Patient care uninterrupted

Design - Timeline

- November 2015: CARE program introduction
- **December 2015: Provider calls begin**
- January 2016: First line recommendations for pediatric ADHD
- **January 2016: Provider visits begin**
- March 2016: Quality of Care Concerns for Pediatric Atypical Antipsychotics

Design - ADHD

Key Message:

CARE can help you improve pediatric ADHD treatment.

Features of visit:

- Personalized
- On-site
- 15 minutes long
- Free
- ***Provider required to attend**

Benefit to Provider:

- Discuss patient and disease concerns
- Lack of travel time
- Minimal time away from patient care
- Funds can be used in other ways
- *** Barrier ***

Results

Primary outcome: percentage of visit accepted

$$\% \text{ visits accepted} = \frac{\# \text{ visits accepted}}{\# \text{ practices contacted}} \times 100$$

	Practices contacted	Visits accepted	Percentage accepted
PA	46	21	46%
ADHD	50	37	74%

P = 0.0045

Results

Secondary outcome: reasons given for refusal of visit

PA	ADHD
Only if disease-specific - 11	No longer Medicaid provider – 3
Not needed - 6	Only treat age 18 and over – 3
Too busy - 3	Practicing as hospitalist – 3
Only if food provided - 3	Only treat Medicaid patients for pregnancy - 1
No reason - 2	Only treat pain management – 1
	Moved to another state – 1
	Retired - 1

Summary

PA

- 46% accepted
- Provider not required
- General refusals

ADHD

- 74% accepted
- Provider required
- Specific refusals

Unlocking the Gate

- **Prime the pump**
 - ✓ Start forecasting future topics to create interest
- **Treat each interaction as a “mini-detail”**
 - ✓ Utilize key message, features and benefits
- **Find the “yes” within the “no”**
 - ✓ Use a refusal as a way to find another topic for the provider



Questions?

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Program

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