

#NaRCAD2015: The 3rd International Conference on Academic Detailing Breakout Tracks

Day 1: Breakout Sessions: AD in Action

- **Breakout 1: Deconstructing the AD Visit**

What really happens during an AD visit? Join this highly interactive session facilitated by members of the NaRCAD training team as they break down the key elements of a successful educational visit through small group exercises and problem-solving. This session will be especially beneficial for attendees preparing to work as clinical educators, or for those seeking new insights and skills refinement. A great introduction to the fundamentals of a visit, and ideal for those planning to complete a future NaRCAD AD techniques training.

- **Breakout 2: Managing an AD Program**

An effective clinical education program requires careful planning, including hiring and training detailers, identifying clinicians for outreach, and managing and evaluating field staff. Join moderators who have successfully managed programs for many years as they share best practices used in developing and adapting their programs. For conference attendees who are actively managing AD programs or related educational outreach, or for those who are initiating new programs and interested in the cornerstones of successful program management.

- **Breakout 3: Making the Case for AD**

A fundamental challenge for AD programs is to obtain initial support and then make the case to sustain that support over time. AD professionals may rely on grants, contracts, or a variety of other mechanisms to create and maintain their programs. Join a discussion of how to develop plans for new programs, find support, present results, and sustain success over time. For conference attendees looking to start, expand, or evaluate an academic detailing program.

Day 2 Breakout Sessions: The Flexibility of AD

- **Breakout 1: AD & Practice Facilitation**

How does practice facilitation work in harmony with academic detailing to ensure evidence-based changes are actually implemented by practices? Join Practice Facilitation panelists to learn how they help practices make changes and sustain them over time. For attendees interested in practice transformation and quality improvement.

- **Breakout 2: AD in Public Health Settings**

Front-line clinicians have a critical role to play in addressing many challenges in public health. Join the speakers from our Public Health Plenary for a more in-depth discussion of how their programs have tackled infectious diseases screening and opioid overdoses with AD interventions. The group will work together to brainstorm strategies for emerging public health issues. For attendees looking to understand how AD can be used to address existing or new threats to public health.

- **Breakout 3: AD in Integrated Health Systems**

When healthcare systems take on responsibility for the health of a population, they create opportunities to implement AD as part of larger organizational structure. Join our Systems Panelists as they share their expertise on successful program design. For attendees working in ACOs or similar healthcare systems, or those seeking to understand a healthcare system's potential for greater impact when using academic detailing.