

NaRCAD's AD Virtual Summit:
“A DEEPER UNDERSTANDING OF OUR IMPACT ON PATIENT CARE”
Thursday, June 22, 12 PM - 5 PM ET

Content and time subject to change | Platform links will be shared via email prior to the Summit
 Session recordings will be available one week after the Summit

Time	Session
12:00 PM 15 MIN	WELCOME & KICK-OFF <i>The NaRCAD team invites you to launch the 1st Annual AD Virtual Summit with us!</i>
12:15 PM 75 MIN	AD FIRESIDE CHAT: YOU ASK, THEY ANSWER! <i>Join us in our real-time interview with the originator and co-founder of NaRCAD, Dr. Jerry Avorn, and the National Director of the Veterans Affairs Pharmacy Benefits Management Academic Detailing Service, Melissa Christopher. Ask them anything!</i> Jerry Avorn, MD , Co-Founder & Special Adviser, NaRCAD Melissa L.D. Christopher, PharmD , National Director, Veterans Affairs Pharmacy Benefits Management Academic Detailing Service
1:30 PM 30 MIN	BREAK
2:00 PM 90 MIN	PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG <i>You'll leave these workshops with tangible resources to take back to your own program and detailing work. Workshops are open to all skill levels!</i> <ul style="list-style-type: none"> <li style="margin-bottom: 15px;"> <p>• 101: “WHY AD?: THE POWER OF MOTIVATIONAL INTERVIEWING & BEHAVIOR CHANGE” <i>You'll explore and apply theories of behavior change, preparing you to use the power of communication to motivate clinicians to better support their patients.</i> Zack Dumont, BSP, ACPR, MSPharm, Clinical Pharmacist, RxFiles Academic Detailing Anna Morgan-Barsamian, MPH, RN, PMP, Senior Manager, Training & Education, NaRCAD</p> <li style="margin-bottom: 15px;"> <p>• 201: “BUILDING THE TEAM YOU WANT: FINDING THE BEST DETAILERS” <i>Build and strengthen your team on the ground! Explore the steps of recruiting, developing, and sustaining a dynamic, supportive detailing team.</i> Alex Crawley, BSP, ACPR, Associate Director, RxFiles Academic Detailing Nerissa Caballes, PharmD, MS, CRC, Assistant Director of Medicaid Programs Illinois ADVANCE</p> <p>• 301: “CRACKING THE CASE: CLUES & SLEUTHING BEFORE A VISIT” <i>You're the detailing detective – explore the importance of collecting evidence on the clinic environment, the clinician, and the patient population before a visit.</i> Jacki Travers, PharmD, Clinical Academic Detailing Pharmacist Pharmacy Management Consultants Kelly Kretzer, PharmD, RPh, Senior Consulting Manager, Alosa Health</p>



	<ul style="list-style-type: none"> ● 401: “SCENE STUDY: LIVE ROLE PLAY CRITIQUE” <i>You play the director! Join 4 expert detailers handling real-time curveballs from a clinician. Pick an obstacle or scenario and watch how our expert detailers handle the visit.</i> <p>Bevin K. Amira, Deputy Director, NaRCAD Vishal Kinkhabwala, MD, MPH, HIV Prevention Activities Coordinator Michigan Department of Health and Human Services Julia Bareham, BSP, MSc, Academic Detailer and Information Support Pharmacist RxFiles Academic Detailing Mary Liz Doyle Tadduni, PhD, MBA, MSN, RN, Education Consultant Independent Drug Information Service Jessica Alward, MS, Public Health Education and Detailing Specialist, State of NH</p>
3:30 PM 30 MIN	BREAK
4:00 PM 55 MIN	SPECIAL PANEL: PUBLIC HEALTH DETAILING FOR CRIMINAL JUSTICE INVOLVEMENT <i>A snapshot of an innovative, inclusive approach: encouraging clinicians’ understanding of formerly incarcerated patients’ care.</i> <p>Michelle Dresser, MPH, Senior Manager New York City Department of Health and Mental Hygiene (NYCDOHMH) Nina Shabbat, MPH, Evaluator, NYCDOHMH Sabrina Parker, Outreach Representative, NYCDOHMH</p>
4:55 PM – 5:00 PM 5 MIN	WRAP-UP & EVALUATIONS <i>Tell us how we did and learn what we have in store for Day 2.</i>

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Time	Session
12:00 PM 5 MIN	KICK-OFF <i>The NaRCAD team ushers you into an exciting Day 2 of the Summit!</i>
12:05 PM 70 MIN	BEST PRACTICES SPOTLIGHT: LEADING WITH THE PATIENT EXPERIENCE <i>We're highlighting programs working on innovative new topics:</i> <ul style="list-style-type: none"> • A Clinician's Role in Providing Gender-Affirming Care <i>Sophia Kass, Program Coordinator, San Francisco Department of Public Health</i> <i>Jessica Bloome, MD, MPH, Deputy Director, San Francisco Department of Public Health</i> • Patient-Informed Communication on Sex Positivity in HIV Prevention <i>Rocko Cook, Program Manager, Detailing Improved Sexual Health, Arizona State University</i> • Shared Decision-Making with Veteran Patients <i>Veterans Affairs</i>
1:15 PM 30 MIN	BREAK
1:45 PM 90 MIN	PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG <i>You'll leave these workshops with tangible resources to take back to your own program and detailing work. Workshops are open to all skill levels!</i> <ul style="list-style-type: none"> • 101: “STARTING FROM SCRATCH: BUILDING A FICTIONAL AD PROGRAM” <i>Create your own fictional detailing program from start to finish! Get ready to identify patients in need, how you want clinicians to change their behavior, and top it off with a catchy name and logo.</i> <i>Bevin K. Amira, Deputy Director, NaRCAD</i> <i>Jerry Avorn, MD, Co-founder & Special Adviser, NaRCAD</i> • 201: “CASE STUDY: TELLING THE STORY OF PROGRAM IMPACT” <i>Play with a challenging case study on HIV and related stigma to practice evaluating the impact of a complex detailing program.</i> <i>Kristefer Stojanovski, PhD, MPH, Assistant Professor, Tulane University</i> <i>Mike Fischer, MD, MS, Founder & Director, NaRCAD</i>



	<ul style="list-style-type: none"> 301: “REAL-TIME DESIGN: EDUCATING CLINICIANS WITH COMPELLING VISUALS” <i>Your detailing aid is your Best Supporting Actor! You’ll learn the importance of developing dynamic visuals that illustrate care gaps and incorporate patient voices.</i> Trish Rawn, BScPhm, PharmD, <i>Clinical Service Director, Centre for Effective Practice</i> Anna Morgan-Barsamian, MPH, RN, PMP, <i>Senior Manager, Training & Education, NaRCAD</i> 401: “BREAKING THE SILO: EMPOWERING CLINICIANS TO LEVERAGE COMMUNITY CONNECTIONS” <i>Encourage a whole patient care approach by breaking down clinician silos! You’ll learn how to reignite clinicians’ connections with other critical patient care services within the community and beyond.</i> Jessica Alward, MS, <i>Public Health Education and Detailing Specialist, State of NH</i> Nicole Seymour, PharmD, <i>Academic Detailing, Centre for Effective Practice</i>
3:15 PM 30 MIN	BREAK
3:45 PM 60 MIN	INCLUSIVITY ROUNDTABLE: WE ASK, YOU ANSWER! <i>Co-create resources with us to empower detailers to dialogue with clinicians about patient inclusivity during detailing visits.</i>
4:45 PM – 5:00 PM 15 MIN	WRAP-UP & EVALUATIONS <i>Tell us how we did and what you want to see at next year’s AD Summit.</i>