

NaRCAD PRESENTS

THE FIRST ANNUAL AD VIRTUAL SUMMIT:

"A DEEPER UNDERSTANDING OF
OUR IMPACT ON PATIENT CARE"

JUNE 22-23, 2023 | 12 pm - 5 pm ET daily



#ADSUMMIT

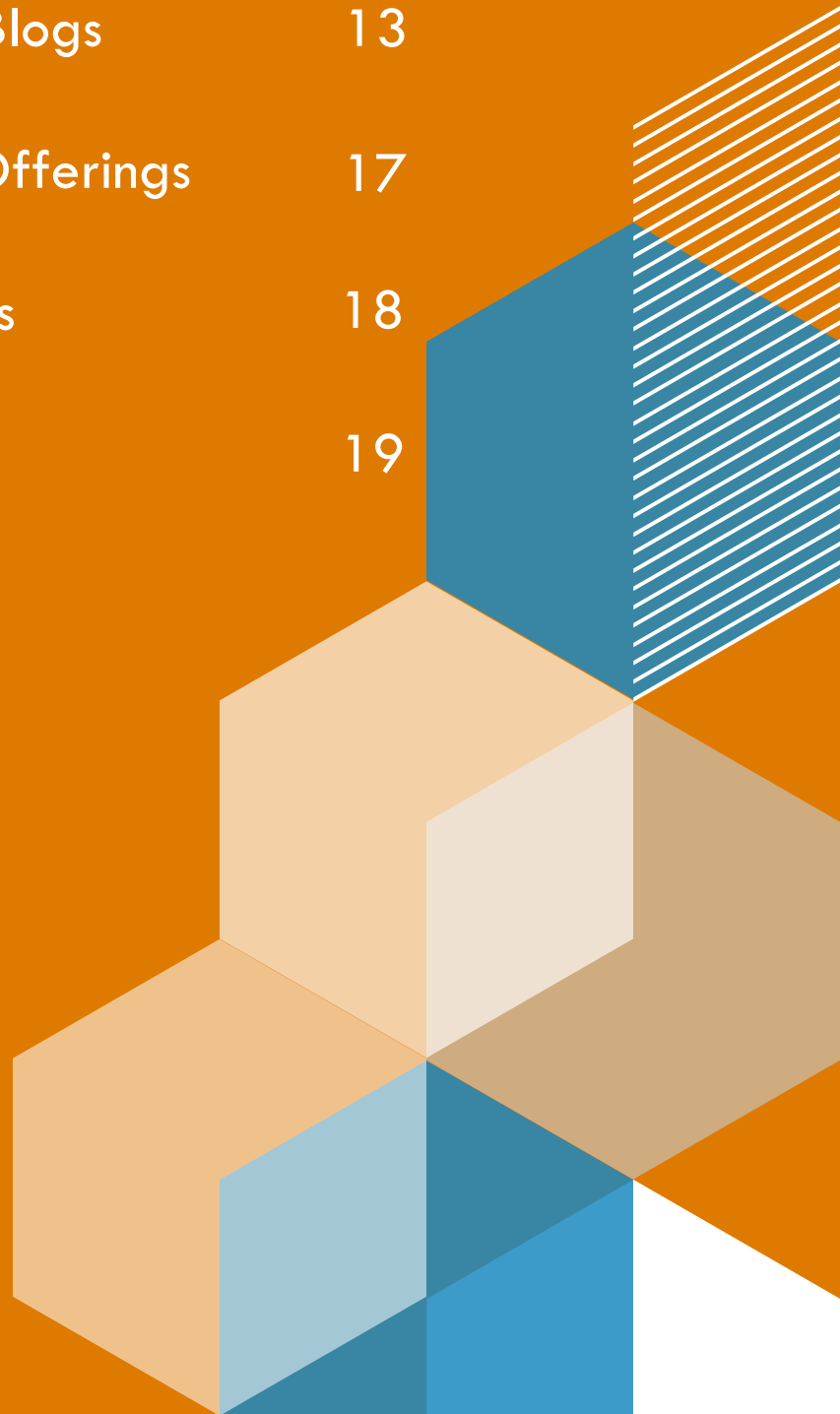
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AD VIRTUAL SUMMIT

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DAY 1 AGENDA

Thursday, June 22, 2023, 12 PM - 5 PM ET

[Day 1 Zoom Link](#)

12:00 PM
15 MIN

WELCOME & KICK-OFF

The NaRCAD team invites you to launch the 1st Annual AD Virtual Summit with us!

Mike Fischer, MD, MS | Founder & Director, NaRCAD

Bevin K. Amira | Deputy Director, NaRCAD

Anna Morgan-Barsamian, MPH, RN, PMP | Senior Manager, Training & Education, NaRCAD

12:15 PM
75 MIN

AD FIRESIDE CHAT: YOU ASK, THEY ANSWER!

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!

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

Please stay connected to the [Main Session Zoom Link](#).

2:00 PM
90 MIN

PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG

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!

- **101: "WHY AD?: THE POWER OF MOTIVATIONAL INTERVIEWING & BEHAVIOR CHANGE"** ([Zoom Link](#))

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.

Zack Dumont, BSP, ACPR, MSPharm | Clinical Pharmacist, RxFiles Academic Detailing

**Anna Morgan-Barsamian, MPH, RN, PMP | Senior Manager, Training & Education
NaRCAD**

- **201: "BUILD THE TEAM YOU WANT: FINDING THE BEST DETAILERS"** ([Zoom Link](#))

Build and strengthen your team on the ground! Explore the steps of recruiting, developing, and sustaining a dynamic, supportive detailing team.

Alex Crawley, BSP, ACPR | Associate Director, RxFiles Academic Detailing

**Nerissa Caballes, PharmD, MS, CRC | Assistant Director of Medicaid Programs
Illinois ADVANCE**

- **301: "CRACKING THE CASE: CLUES & SLEUTHING BEFORE A VISIT"** ([Zoom Link](#))

You're the detailing detective – explore the importance of collecting evidence on the clinic environment, the clinician, and the patient population before a visit.

Jacki Travers, PharmD | *Clinical Academic Detailing Pharmacist
Pharmacy Management Consultants*

Kelly Kretzer, PharmD, RPh | *Senior Consulting Manager, Alosa Health*

- **401: "SCENE STUDY: LIVE ROLE PLAY CRITIQUE"** ([Zoom Link](#))

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.

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 New Hampshire*

3:30 PM

30 MIN

BREAK

Please return to the [Main Session Zoom Link](#).

4:00 PM

55 MIN

SPECIAL PANEL:

PUBLIC HEALTH DETAILING FOR CRIMINAL JUSTICE INVOLVEMENT

A snapshot of an innovative, inclusive approach: encouraging clinicians' understanding of formerly incarcerated patients' care.

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*

4:55 PM

5 MIN

WRAP-UP & EVALUATIONS

NaRCAD

DAY 2 AGENDA

Friday, June 23, 2023, 12 PM - 5 PM ET

[Day 2 Zoom Link](#)

12:00 PM
5 MIN

WELCOME & KICK-OFF

Bevin K. Amira | Deputy Director, NaRCAD

Anna Morgan-Barsamian, MPH, RN, PMP | Senior Manager, Training & Education, NaRCAD

12:05 PM
70 MIN

BEST PRACTICES SPOTLIGHT: LEADING WITH THE PATIENT EXPERIENCE

- **"AFFIRMING CARE FOR TRANSGENDER & NONBINARY PEOPLE"**

Sophia Kass | Program Coordinator, San Francisco Department of Public Health

Jessica Bloome, MD, MPH | Deputy Director, San Francisco Department of Public Health

- **"ADVENTURES IN ACADEMIC DETAILING: PATIENT INFORMED COMMUNICATION ON SEX POSITIVITY IN HIV PREVENTION"**

Rocko Cook | Program Manager, Detailing Improved Sexual Health (DISH)

Arizona State University

- **"LEVERAGING COMMUNITY PARTNERSHIPS TO REDESIGN CARE DELIVERY"**

Nadia Jubran | Clinical Pharmacist Practitioner

Washington DC Veterans Affairs Medical Center

1:15 PM
30 MIN

BREAK

Please stay connected to the [Main Session Zoom Link](#).

1:45 PM
90 MIN

PROGRAM DEVELOPMENT WORKSHOPS: AD COURSE CATALOG

- **101: "STARTING FROM SCRATCH: BUILDING A FICTIONAL AD PROGRAM"** ([Zoom Link](#))

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.

Bevin K. Amira | Deputy Director, NaRCAD

Jerry Avorn, MD | Co-founder & Special Adviser, NaRCAD

- **201: "CASE STUDY: TELLING THE STORY OF PROGRAM IMPACT"** ([Zoom Link](#))

Play with a challenging case study on HIV and related stigma to practice evaluating the impact of a complex detailing program.

Kristefer Stojanovski, PhD, MPH | Assistant Professor, Tulane University

Mike Fischer, MD, MS | Founder & Director, NaRCAD

- **301: "REAL-TIME DESIGN: EDUCATING CLINICIANS WITH COMPELLING VISUALS"** ([Zoom Link](#))

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.

Trish Rawn, BScPhm, PharmD | Clinical Service Director, Centre for Effective Practice

Anna Morgan-Barsamian, MPH, RN, PMP | Senior Manager, Training & Education
NaRCAD

- **401: "BREAKING THE SILO: EMPOWERING CLINICIANS TO LEVERAGE COMMUNITY CONNECTIONS"** ([Zoom Link](#))

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.

Jessica Alward, MS | Public Health Education and Detailing Specialist
State of New Hampshire

Nicole Seymour, PharmD | Academic Detailer, Centre for Effective Practice

3:15 PM
30 MIN

BREAK

Please return to the [Main Session Zoom Link](#).

3:45 PM
60 MIN

INCLUSIVITY ROUNDTABLE: WE ASK, YOU ANSWER!

Co-create resources with us to empower detailers to dialogue with clinicians about patient inclusivity during detailing visits.

Bevin K. Amira | Deputy Director, NaRCAD

Anna Morgan-Barsamian, MPH, RN, PMP | Senior Manager, Training & Education
NaRCAD

Aanchal Gupta | Program Coordinator, NaRCAD

4:45 PM
15 MIN

WRAP-UP & EVALUATIONS **NaRCAD**

AD SUMMIT HUB

*Session materials and recordings will be available
1 week after the event.*



Refresh.



Rewind.



Reconnect.

The NaRCAD Team



Michael Fischer, MD, MS

Founder & Director

Dr. Fischer is a general internist, epidemiologist, and health services researcher. He is Chief of the Section of [General Internal Medicine at Boston Medical Center](#) (BMC) and a Professor of Medicine at Boston University Chobanian & Avedisian School of Medicine. He practices primary care internal medicine at BMC's safety-net clinic and supervises residents in both the outpatient and inpatient settings. With extensive experience in designing and evaluating interventions to improve medication use, he has conducted numerous studies demonstrating the potential gains from improved prescribing. In 2010 he and Dr. Jerry Avorn co-founded NaRCAD and since then he has led its growth and has published on the principles of academic detailing and its application to a range of clinical areas.

Dr. Fischer's research interests in addition to AD include Medicaid policy, prescription drug reimbursement, electronic prescribing, and medication adherence. Dr. Fischer earned his medical degree from the Yale School of Medicine and a Master of Science degree in health policy and management from the Harvard T.H. Chan School of Public Health. He completed residency training in primary care internal medicine at Brigham & Women's Hospital. He spent over 20 years at Brigham and Women's Hospital as a clinician-researcher in the Division of Pharmacoepidemiology and Pharmacoeconomics and was a faculty member at Harvard Medical School and the Harvard School of Public Health where he taught courses on research methods. He has served on advisory or grant review panels for AHRQ, the Department of Health and Human Services, and the FDA and is currently the Chair of PCORI's Advisory Panel on Clinical Effectiveness and Decision Science.



Jerry Avorn, MD

Co-Founder & Special Adviser

Dr. Avorn is Professor of Medicine at Harvard Medical School and Chief Emeritus of the Division of Pharmacoepidemiology and Pharmacoeconomics. A general internist and drug epidemiologist, he pioneered the concept of academic detailing and is recognized internationally as a leading expert on this topic and on optimal medication use.

The division he created includes faculty with backgrounds in internal medicine and its subspecialties, geriatrics, epidemiology, health services research and policy, biostatistics, and computer science. His major areas of research include: the scientific, policy, and social factors that shape physicians' drug choices; the identification and prevention of adverse drug effects; medication compliance by patients; programs to improve the appropriateness of prescribing and drug taking; and pharmaceutical cost-effectiveness analysis.

Dr. Avorn completed his undergraduate training at Columbia University in 1969, received the M.D. from Harvard Medical School in 1974, and completed a residency in internal medicine at the Beth Israel Hospital in Boston. He has served as president of the International Society for Pharmaco-Epidemiology and was a member of the Institute of Medicine Committee on Standards for Developing Trustworthy Clinical Practice Guidelines. Dr. Avorn is the author or co-author of over 500 papers in the medical literature on medication use and its outcomes, and is one of the most highly-cited researchers working in the area of medicine and the social sciences. His book, [Powerful Medicines: The Benefits, Risks, and Costs of Prescription Drugs](#), was published by Knopf in 2004. Dr. Avorn is the Chief Clinical Consultant for Alosa Health, a non-profit that provides academic detailing services. He receives no payment for any of his academic detailing-related work.



Bevin K. Amira
Deputy Director

Bevin manages NaRCAD’s strategic partnerships, building collaborations with public health leaders at the national and federal level. With career experience in building learning communities to increase engagement and sustainability, Bevin has expertise in creating interactive, interdisciplinary training curricula at healthcare-based non-profits. In collaboration with the dynamic NaRCAD team, Bevin facilitates NaRCAD’s virtual and in-person learning sessions to encourage hands-on skill development and best practices sharing amongst peer programs.

Bevin earned her degree in Education from Emerson College, with a focus on teaching marginalized populations. Bevin has enjoyed her previous non-profit positions in diverse settings, including teaching English in Boston-area high schools; managing the administration at a housing center for at-risk youth experiencing acute and chronic trauma; developing special learning initiatives for a homelessness advocacy network; and compiling ethnography research for a theatre-based youth activism study.



Anna Morgan-Barsamian, MPH, RN, PMP
Senior Manager, Training & Education

Anna manages the NaRCAD community’s educational initiatives, from conferences and trainings to learning sessions. Anna’s work has enabled NaRCAD to increase their training reach exponentially, and has included leading content development, managing the DETAILS blog, leading the facilitation team, and building community partnerships.

Anna has 8 years of experience working in direct patient care as a Registered Nurse, receiving her BSN from Simmons University in 2014. Anna joined NaRCAD in 2019 after receiving her Master of Public Health from Boston University. She is committed to improving the health outcomes of America’s vulnerable populations.



Aanchal Gupta
Program Coordinator

Aanchal supports NaRCAD’s communications and program development, ensuring resource curation is current and supports NaRCAD’s global network. She manages NaRCAD’s website toolkits and social media pages, and co-manages the DETAILS best practices blog and Peer Connection Program. Aanchal coordinates logistics and resource sharing for all educational events and analyzes evaluation data from NaRCAD’s events to inform future programming.

Before joining the NaRCAD team in 2021, she earned her Bachelor’s degree in Public Health from the University of Massachusetts, Amherst in 2019. Aanchal’s experience working in government and non-profit organizations has provided her opportunities to tackle public health challenges, such as the housing crisis, tobacco use, and chronic illnesses.

NARCAD IS BACK ON THE ROAD!



*Rx and Illicit Drug Summit
Atlanta, Georgia*



*SFPD Public Health Detailing Institute
San Francisco, California*

Summit Presenters



Jessica Alward, MS

Public Health Education and Detailing Specialist, State of New Hampshire

Pronouns: she/her/hers

Jessica Alward, MS has been an academic detailer with the State of New Hampshire Division of Public Health Services since 2018. Her primary topics include HIV, STIs, HCV, and other infectious diseases. Jess helped to develop the Public Health Education & Detailing program which strives to provide education to providers, organizations, and New Hampshire residents.

Jess' background is in education with a focus in adult learning. She is a trainer for the state in Diversity and Cultural Competency and previously worked as the education and training coordinator for the Bureau of Infectious Disease Control and Prevention in New Hampshire.



Julia Bareham, BSP, MSc

Academic Detailing and Information Support Pharmacist

RxFiles Academic Detailing

Pronouns: she/her/hers

Julia is a pharmacist with RxFiles Academic Detailing Service in Saskatoon, Saskatchewan, Canada. She also works casually as a community pharmacist for a large retail chain. Julia joined the RxFiles team in 2009 and until 2015 she provided academic detailing services primarily related to medication optimization in the long-term care population. In late 2015, Julia joined the College of Physicians and Surgeons of Saskatchewan where she held the position of Pharmacist Manager for the Prescription Review Program. In early 2019, Julia returned to RxFiles where her professional interests include geriatrics and substance use disorders. Her work at RxFiles involves providing academic detailing services across the province of Saskatchewan, and the development of evidence-based drug therapy educational materials.

Julia considers herself a lifelong student and enjoys pursuing education in various areas. She obtained her Bachelor of Science in Psychology in 2004 from the University of Manitoba followed by her pharmacy undergraduate degree from the University of Saskatchewan (U of S) in 2008. In 2014, Julia completed her Master of Science degree in the division of Pharmacy at the U of S focusing on comprehensive medication management. Julia also has a Business Administration Certificate (2007) and a Certificate of Professional Communication (2022).



Jessica Bloome, MD, MPH

Deputy Director

getSFcba program, San Francisco Department of Public Health

Pronouns: she/her/hers

Dr. Bloome is the Deputy Director for the CDC-funded Capacity Building Assistance (CBA) program for High-Impact HIV Prevention, getSFcba, at the San Francisco Department of Public Health's Center for Learning & Innovation. In this capacity, she serves as a lead CBA Specialist in the provision of technical assistance for health departments and CBOs in the West region of the United States in the areas of non-clinical HIV testing and prevention services for HIV negative people. She also provides medical care for people living with HIV and people seeking HIV prevention services at the San Francisco General Hospital (SFGH) Ward 86 clinic, where she leads the Positive Health Access to Services and Treatment (PHAST) program focused on re-engaging patients previously out of care.



Nerissa Caballes, PharmD, MS, CRC
Assistant Director of Medicaid Programs – Academic Detailing
Illinois ADVANCE at University of Illinois Chicago

Pronouns: she/her/hers

Nerissa has been a clinical pharmacist and clinical instructor at the UIC College of Pharmacy for over 10 years. She has an extensive background in mental health and prior authorization. She is an alum of UIC and Boston University and worked in skilled nursing facilities, Chicago and Boston area medical and psychiatric centers, and managed care. She entered the academic detailing arena in 2018 and has been heavily involved in the development and sustainment of Illinois ADVANCE. She also assists in coordinating the UIC Academic Detailing REMS Opioid Education Program. Nerissa wears many hats for both programs, including clinical content development, social media, marketing and recruitment, staff training, and program management. Her primary interests lie within psychiatric pharmacy and mental health.



Melissa L.D. Christopher, PharmD
National Director, Veterans Affairs
Pharmacy Benefits Management Academic Detailing Service

Pronouns: she/her/hers

Dr. Melissa Christopher is currently the National Director for the Veteran Affairs Academic Detailing Services, which services providers and clinical staff in VA healthcare systems. She received her Doctor of Pharmacy from Duquesne University. Dr. Christopher conducts research in health services, outcomes, and pharmaco-economic analysis for several disease management areas. She previously practiced as a clinical pharmacy specialist providing medication management for diabetes and metabolic syndrome. Most of her work in Mental Health, Substance Use Disorders, and Pain Management focuses on the development of educational materials, outcome monitors, provider-specific electronic audits, and feedback tools to trend practice patterns for quality improvement system interventions.

She has overseen the national implementation of Academic Detailing programs focused on engaging system solutions and influence of behaviors for the healthcare team to act on the evidence-based practice recommendations. As the National Director, Dr. Christopher manages national staff who provide technical support to Veteran Integrated Service Networks with facility-level academic detailers. In the last 5 years, she has co-authored several publications with the VHA Academic Detailing Services examining the progress of implementation and the impact of educational outreach on care delivery behaviors aligned with evidence-based practiced recommendations. The Academic Detailing program has had significant VHA expansion since the Comprehensive Addiction and Recovery Act in 2016, providing outreach education to over 20,000 staff members on opioid safety education including naloxone distribution, and opioid use disorder campaigns.



Rocko Cook
Public Health Detailer and Public Health Detailing Program Manager
Detailing Improved Sexual Health (DISH), Arizona State University

Pronouns: he/him/his

Rocko Cook serves as the Program Manager for DISH-AZ (Detailing for Improved Sexual Health in Arizona), a program of the Office of Evaluation and Partner Contracts for the Southwest Interdisciplinary Research Center (SIRC) at Arizona State University in partnership with Arizona Department of Health and Human Services. Rocko began working in the field of HIV in 1994 and is a community leader with over 15 years of experience implementing prevention and care programs in Arizona, Ohio, and Kentucky. In addition to his duties as a program manager, Rocko has served as a public speaker, presenter at local and national conferences, and as a consultant and leader for HIV community planning groups. Rocko has been living with HIV since 2002 and is passionate about improving sexual health for all communities.



Alex Crawley, BSP, ACPR
Associate Director, RxFiles Academic Detailing

Alex Crawley is a pharmacist and the Associate Director of RxFiles Academic Detailing. He has collaborated on the development of multiple resources for RxFiles and recently published a paper on tapering opioids using motivational interviewing. He lives in Prince Albert, Saskatchewan with his wife and son.



Mary Liz Doyle Tadduni, PhD, MBA, MSN, RN
Education Consultant, Independent Drug Information Service
Pronouns: she/her/hers

Mary Liz is a nurse with experience in nursing education, and in nursing and hospital administration. Since 2004, she has worked in Academic Detailing with the Independent Drug Information Service in Pennsylvania. In 2010, with the inception of NaRCAD, she has served as a faculty facilitator in Academic Detailing Training Techniques. She has also been a faculty facilitator in Academic Detailing Training Techniques with the Department of Veteran Affairs (VA).



Michelle Dresser, MPH
Senior Manager, Programming & Strategy
New York Department of Health and Mental Hygiene

Michelle Dresser is the Senior Manager of Programming and Strategy for the Public Health Detailing Program within the Bureau of Chronic Disease Prevention at the New York City Department of Health and Mental Hygiene. In this role, she oversees the overall programmatic direction and strategy of the program. This includes, campaign development, training and economic incentive procurement, provider selection, and the identification of targets to ensure health equity. She also oversees internal and external strategic relationships to achieve programmatic objectives.

Formerly, she served as the Director of Communications for Chronic Disease Prevention where she oversaw and supported the development of communications-related projects including print and electronic publications, media campaigns, fundraising as well as marketing and public relations materials. Prior to joining the NYC Health Department, Ms. Dresser managed the health information systems and wellness/education programs at Lenox Hill Hospital on Manhattan's Upper East Side.

With over 25 years' of experience in public health, Ms. Dresser specializes in healthcare marketing with an emphasis on tailoring complex messages for consumer audiences using health literacy principles to guide development. She has also trained hundreds of representatives on communication and selling skills to effectively deliver messages and materials to clinical and consumer audiences.

Ms. Dresser received her master's degree in public health from New York University and holds a Bachelor of Science in Community Health Education from Florida State University. Ms. Dresser is an author on several national and international publications and sits on the editorial board of the American Institute of Mathematical Sciences (AIMS) Public Health.



Zack Dumont, BSP, ACPR, MSPharm
Clinical Pharmacist, RxFiles Academic Detailing

Pronouns: he/him/his

Zack is a clinical pharmacist with the RxFiles Academic Detailing Service in Regina, Saskatchewan, Canada and an expert facilitator for NaRCAD's training courses. He has been involved with the RxFiles since 2008, with experience in both academic detailing and content development of RxFiles' evidence-based drug therapy comparison tools. Zack also serves as the Clinical Manager for the Saskatchewan Health Authority Pharmacy Department. His practice has largely been hospital-based, with more specialized experience in anticoagulation and heart failure. His professional interests include evidence-based medicine, information technology, and leadership.

Zack graduated as a Pharmacist from the University of Saskatchewan in 2008. Following graduation, he completed a hospital pharmacy residency with the Regina Qu'Appelle Health Region. He also completed a Master's degree in Pharmacy, with a focus on leadership, from the University of Cincinnati.



Nadia Jubran, PharmD, BCACP
Academic Detailing/Pain Management, Clinical Pharmacist Practitioner
Washington DC Veterans Affairs Medical Center

Pronouns: she/her/hers

Nadia is a board-certified pharmacist in ambulatory care. She serves as a clinical pharmacy practitioner at the Washington DC Veterans Affairs Medical Center, where she specializes in academic detailing and pain management. As an academic detailer, she spends her time developing and socializing local initiatives with use of evidence-based medicine. She has published in peer-reviewed journals about pain management and health equity. She is also a student at the CUNY School of Public Health and Health Policy where she plans to obtain a MS in Health Communication.



Kelly Kretzer, PharmD, RPh
Senior Consulting Manager-Medical Education, Alosa Health

Kelly earned her Doctor of Pharmacy from the University of Illinois and has been with Alosa Health for 4 years. She is an academic detailer in Illinois focusing on chronic pain management and Opioid Use Disorder. Additionally, she manages detailers in Illinois, Kansas, Missouri, Oklahoma, and Texas, consults on material content, and assists with training. Kelly has given over 85 programs to various hospitals and clinics within Chicago and the surrounding suburbs, reaching over 1,000 providers. Prior to her work with Alosa Health, she spent 20 years as an independent healthcare consultant, 3 years as a prn pharmacist, and 5 years in the pharmaceutical industry in sales and medical education.



Sophia Kass
CBA Program Coordinator
getSFcba, San Francisco Department of Public Health

Pronouns: she/her/hers

Sophia has an international diploma in Project Management from UC Berkeley Extension. Before coming to the United States in 2015, Sophia spearheaded a World AIDS Day campaign with the only sexual health center serving the underground LGBTQIA+ community in Beirut at the time, spreading awareness and shifting narratives away from rigid societal taboo and stigma. In 2016, she interned at the San Francisco LGBT Center where she organized a referral database and met with organizations providing HIV/AIDS medical and ancillary services to improve client navigation and handoff. Later, Sophia worked with the Transgender Law Center's Positively Trans program coordinating a national network of TGNC BIPOC living with HIV/AIDS to tell their stories and generate data to advocate for a better quality of life, and to combat inequities and discrimination.



Vishal Kinkhabwala, MD, MPH
HIV Prevention Activities Coordinator
Michigan Department of Health and Human Services
Pronouns: he/him/his

Vishal has been detailing with the State of Michigan for almost 4 years and has been actively involved with NaRCAD as a Training Facilitator for 2 years. Vishal brings 5 years of experience in the HIV field to his work detailing clinicians, medical students, and medical residents and fellows regarding all aspects of HIV Prevention, with a particular emphasis on Pre-Exposure Prophylaxis (PrEP) and Post-Exposure Prophylaxis (PEP). A physician and public health professional by training, Vishal enjoys the relationship-building aspect of NaRCAD and loves to work with detailers and detailers-in-training to spread the joy and passion that is an inherent part of Academic Detailing. Prior to his role in Michigan, Vishal worked as a Disease Intervention Specialist in New York. He is originally from Chicago and loves to talk Chicago sports when he isn't working.



Sabrina Parker
Outreach Representative
New York City Department of Health and Mental Hygiene

Sabrina Parker is an Outreach Representative for the Public Health Detailing Program within the Bureau of Chronic Disease Prevention at the New York City Department of Health and Mental Hygiene. In this role, she promotes preventive health interventions by engaging with health care providers, clinical and support staff within hospital systems, Federally Qualified Health Centers, Community Health Centers, and independent medical offices as well as community stakeholders to promote health objectives to reduce chronic diseases.

Prior to her role as an Outreach Representative, Ms. Parker served as an Academic Detailer for the American Cancer Society. In this role, she led health care providers and organizations with cessation policy adoption, developed trainings for clinicians and their staff, and managed submissions to print and broadcast media outlets. Ms. Parker also engaged in legislative efforts with local elected officials.

Before her career in public health, Sabrina held various finance and accounting positions at various firms in New York City. Ms. Parker holds a Bachelor of Business Administration in Economics from Baruch College, City University of New York.



Trish Rawn, BScPhm, PharmD
Clinical Service Director
Centre for Effective Practice (CEP) Academic Detailing Service
Pronouns: she/her/hers

Trish currently serves as the clinical service director and academic detailer for the Greater Toronto Area and North Simcoe Muskoka regions of Ontario, Canada. She has been with the CEP for 8 years. She enjoys working on topic and training development and supporting detailers to provide academic detailing visits to physicians and nurse practitioners.

Trish earned her pharmacy degree and later her Doctor of Pharmacy degree from the University of Toronto. She has extensive experience in hospital pharmacy, continuing education for health professionals, critical appraisal of health literature, medical writing, and patient health coaching programs. She is also a certified health coach specializing in health behaviour change.



Nicole Seymour, PharmD
Academic Detailer
Centre for Effective Practice (CEP) Academic Detailing Service

Pronouns: she/her/hers

Nicole has been an academic detailer with the Centre for Effective Practice since 2018 when they first launched their primary care academic detailing service in Ontario, Canada. She earned her Doctor of Pharmacy degree at the University of Waterloo and has also completed an inpatient pharmacy residency. Nicole has experience in mental health, nephrology, and geriatrics – but she truly loves to learn new things and promote the exchange of knowledge and information to improve patient care. Through roles in both inpatient pharmacy and outpatient clinics, Nicole has also developed a passion for supporting optimal transitions in care through a patient-centered lens.



Nina Shabbat, MPH
Evaluator, New York City Department of Health and Mental Hygiene

Nina Shabbat is the Evaluator for the Public Health Detailing (PHD) Program at the New York City Department of Health and Mental Hygiene. In this role, she leads the planning and execution of all evaluation and monitoring activities for PHD, including survey instrument design, and internal and external reporting. Prior to joining PHD, she worked as a researcher and evaluator in non-profit and academic settings, focusing on organizational interventions that improve healthcare delivery and patient experience.

Nina holds a Master of Public Health degree with a specialization in Health Promotion and Chronic Disease Prevention from the Mailman School of Public Health at Columbia University and a Bachelor of Arts in Psychology from New York University.



Kristefer Stojanovski, PhD, MPH
Assistant Professor, Tulane University
Research Director, Partners for Advancing Health Equity

Pronouns: he/him/his

Kristefer has been working in the field of HIV and sexual health for over a decade and brings experience in monitoring, evaluation, research, and learning. He earned his Doctorate and Master of Public Health degrees from the University of Michigan. Kristefer has been supporting national detailing efforts and evaluations since 2017. Kristefer’s research focuses on understanding how structural and social determinants shape health inequities among populations who are marginalized, including LGBTQ+ persons and racial and ethnically stratified populations. His range of experience positions him well to study and understand how public health detailing has a role in enhancing the provider and patient relationship to improve patient care and, ultimately, population health outcomes. Outside of work, Kristefer loves to go on bike rides, do yoga, read books, crochet amigurumi, and spend time with his godchildren, niece, nephew, and other loved ones.



Jacki Travers, PharmD
Clinical Academic Detailing Pharmacist
Pharmacy Management Consultants

Pronouns: she/her/hers

Jacki joined Pharmacy Management Consultants (PMC) in 2015 and serves as the chair of the academic detailing committee. She has been active in the development and implementation of PMC’s academic detailing program in service to Oklahoma Medicaid providers. Prior to joining PMC, she served in the practice settings of independent, hospital, and clinical pharmacy. She currently develops detailing materials, delivers detailing services, and analyzes program results for multiple topics as part of a statewide plan. Her program efforts focus on bridging the gap between information and application in order to provide quality health care in a fiscally responsible manner.

A PATIENT PERSPECTIVE:

Sharing a Story of Drug Use & Recovery

An interview with Lindsey C. Beardsley, Individual in recovery

By: Anna Morgan-Barsamian, MPH, RN, PMP
Senior Manager, Training & Education, NaRCAD



"Using drugs gave me a false sense of power that I wasn't like any of my peers and that I could do what I wanted because I was different."

Anna: *Hi, Lindsey! We've never featured a patient's experience on our DETAILS blog - thank you for sharing space with me and telling a vulnerable story. Let's dive right in. Can you tell me about your background? When were you first introduced to substances?*

Lindsey: I was brought up in Cape Cod, Massachusetts with two loving parents and a lot of friends. I had a typical childhood, but I always knew I was different. I was extremely impulsive. I loved food – that was my first addiction. Then it was dance, then soccer, then horses. I did everything to excess.

I was first prescribed opioids after a knee surgery at 13 years old, and again after a second knee surgery at 14. Something clicked in my brain when I used those medications, and it opened a door that I couldn't close. I was shut off to all emotion and it felt good to not feel anything.

My use progressed from taking prescribed medications for pain to using heroin and becoming homeless, struggling to meet my most basic needs. Using drugs gave me a false sense of power that I wasn't like any of my peers and that I could do what I wanted because I was different.

Anna: *We hear many stories from patients about substance use starting after pain medications are prescribed during adolescence. Despite the power that you felt when you used, were you ever worried about the health effects of your drug use?*

Lindsey: I dated someone in my teenage years, and we often used together. Cape Cod is a small community and within a few weeks of dating him, my mom heard that he had Hepatitis C. My entire family was devastated, but I didn't care at all – I couldn't see how it would affect me. I think back to all the times I shared needles and drug supplies.



Even if I tried to use new needles, everything looked the same and would get mixed up in the rush of using with other people. I would always have a little fear inside of me that I would overdose on my first time using again after being in treatment, but that fear never stopped me.

Anna: *We know that substance use disorder is a medical condition and patients need professional support. When you felt ready to address that*

fear and seek treatment, were there healthcare resources or community supports that helped guide you towards recovery?

Lindsey: I'm lucky to be in a state like Massachusetts where we have a lot of resources that the rest of the country doesn't have. I was a frequent flyer at our detox facilities. When I was admitted, I was always paired with a peer that was in recovery. I often knew the peer; it gave me hope to hear the stories of recovery from people I knew and previously used drugs with.

I was assigned a counselor, and we would discuss my treatment goals and next steps. The counselor would walk through every community resource within several miles of me, like partial hospitalization programs, sober homes, [Narcotics Anonymous \(NA\) meetings](#), [12-step programs](#), and syringe exchange programs.

We also have a mobile harm reduction center in my community. Before it existed, a woman in recovery started a needle exchange program out of her home. She sparked a need and desire for our community to learn more about harm reduction.

Anna: *Many people don't have access to substance use resources in their community, especially harm reduction services. Here at NaRCAD, we're trying to encourage primary care clinicians to be able to provide those linkages to care and harm reduction services. What does harm reduction mean to you?*

Lindsey: I was against harm reduction for a long time because I was very involved in a 12-step fellowship where the primary purpose was complete abstinence from drugs. Harm reduction was a shift in mindset for me, but it's pretty cut and dried. We're reducing harm, saving lives, and preserving a sense of family and community.

When we reduce harm, we allow a mom to be a part of her family again, we allow her to get a job, we allow her to get off the street and out of harm's way. Harm reduction can allow people to return home.

Anna: *It's valuable to know that a 12-step program and harm reduction can co-exist. What message about harm reduction would you want to share with members of your community?*

Lindsey: Harm reduction doesn't enable drug use – use is going to continue until the person is ready to seek treatment. A simple approach to harm reduction, like syringe exchange, prevents the spread of infectious diseases and reduces needles in public and community spaces. It prevents someone from contracting Hepatitis C when they use drugs.

Anna: *We know that harm reduction plays a huge role in [preventing drug-related deaths and offering access to services](#). There are many approaches to harm reduction and even using just one approach reduces so much harm. Let's transition to talking about patient care. How would you want your care to look, or not look, when seeking help for substance use from a clinician?*

Lindsey: I'd want to seek care in a safe space where I could share what drugs I use and how I use them without being punished, judged, or arrested. I would also want a space to discuss what's going on in my life with someone who is educated enough to help me.

I honestly wouldn't want to listen to a clinician tell me about treatment options while I can sense that they're judging me. A lot of clinicians have been through at least one training on substance use, but those trainings don't change core beliefs and morals. Those trainings don't change the way a clinician looks at you when you tell them you use substances.

Anna: *That's true – having a trusting relationship with a clinician where you can share openly and not be judged is critical to effective care. How could clinicians have meaningful conversations with patients about substance use, especially if they have preconceived notions?*

Lindsey: Clinicians need to learn to have open, non-judgmental, inclusive discussions. That starts with asking all patients about their mental health and substance use history. Educators can provide clinicians with scripting tools if they feel uncomfortable having these conversations.

Also, including peer support in the plan of care can help take some of the stress off of the clinician. This can include reviewing community resources and continuing the conversation with patients, while also educating the clinician on substance use through sharing personal experiences. We need to support patients, peers, and clinicians in doing this work and doing it as a team.

Anna: *I'm hearing you talk about so many elements that clinicians can use to improve patient care, like scripting tools and peer support. We're continuing to work on ways to support educators and clinicians – your ideas will certainly help guide us. Thank you again for sharing your insights and being open to this conversation. We look forward to connecting with you again in the future!*

THE HUMAN EXPERIENCE:

Improving HIV Care through Communication & Connection

An interview with Rocko Cook, Program Manager
Detailing for Improved Sexual Health in Arizona

By: Anna Morgan-Barsamian, MPH, RN, PMP
Senior Manager, Training & Education, NaRCAD



"There needs to be a focus on consistent communication coming from every professional a patient meets with when receiving care."

Anna: Hi, Rocko – thanks for joining DETAILS today! HIV prevention work is critical and often deeply meaningful to those working in the field. Can you tell me why this work speaks to you?

Rocko: I found out I was positive for HIV and syphilis in 2002. I encountered firsthand the stigma and shame associated with these diagnoses. It was devastating, but it's made me feel even more connected to the work I'm currently involved in.

I've worked in various roles in the field of HIV prevention and care since 1994, just two years before medication was widely available. In the 90s, there was little support for people who tested positive for HIV from a care perspective, financial perspective, and housing perspective. We now have the medications and tools to prevent, treat, and support people with HIV.

Despite this, there's an urgent need to continue educating clinicians, staff, case managers, community health workers, and other people who are on the frontlines about these tools and resources. Academic detailing helps to close that gap and gives me the opportunity to live my passion of educating others about HIV.

Anna: Thank you for your openness in sharing your personal and professional experiences. Your passion for HIV prevention and care is evident. What's the number one thing you want clinicians and staff in your community to do differently when it comes to HIV?

Rocko: I'd love for them to change the culture of the entire clinic space and create a more welcoming environment for patients. There needs to be a focus on consistent communication coming from every professional a patient meets with when receiving care.



All clinicians and staff need to be able to communicate with patients in a sex-positive way and in a way that connects with patients' specific experiences, identities, and needs. They need to be comfortable communicating about sexual behavior, testing, and PrEP.

It's difficult to have these conversations. I've been doing this for a long time and I'm not perfect at it either, but once we practice and start getting comfortable with ourselves, then it gets a lot easier to be comfortable with patients.

Anna: *Modeling this type of communication during a detailing visit is key. It can help clinicians and staff feel more comfortable having the same conversations with patients. Can you share a story from the field about a positive response or reaction from someone you detailed?*

Rocko: There was an agency we worked with that hired a new physician, testers, and medical assistants for their mobile medical and HIV testing unit. They had never worked with this patient population, so our team did several trainings and 1:1 detailing sessions where we role played conversations with patients. We needed to bring them up to speed on how to have gender inclusive conversations and communicate with sex positivity. We had a lot of fun together.

The team ended up going to Phoenix Pride to do a big testing event. We were delighted with their success in providing testing to the community and creating a welcoming and safe environment for people interested in being tested.

Anna: *That's a large event for the mobile unit team to tackle, while also succeeding in creating a safe space for all! Let's talk a little bit more about the impact on patients. Can you share any data on the impact of your detailing work?*

Rocko: We have anecdotal evidence that folks are benefiting from our services. My colleague and I are closely involved in the gay community and people often tell us about their care experiences. We're in an enviable position because we know a lot of people and hear things in passing. It helps us do a better job targeting our services; we can work directly with clinics that we've heard would benefit from detailing.

I also recently connected with someone of trans experience who was tested at Phoenix Pride. They've had poor encounters in the past where clinicians and staff assumed the body parts they have. They shared that they had a positive experience with the mobile unit and felt comfortable throughout the visit. Being able to see our impact firsthand has been really motivating for me; it makes my heart sing.

Anna: *It's rare to be so closely connected to the community that's being impacted by your detailing work. It's clearly been beneficial for your detailing efforts and getting your program up and running. Let's wrap up with a final question - what has made you most proud of this project so far?*

Rocko: I'm so proud of the way our team has come together and engaged with partners across the state. We've been able to leverage partnerships and community relationships to enhance program development, implementation, and dissemination.

I'm also proud of our creativity in choosing our program's name, DISH AZ (Detailing Improved Sexual Health). We send out a Weekly Special with a buffet of options on new evidence and information related to HIV prevention and care. We're creating an active and robust network of professionals, while using food as our motivator!

Anna: *That's an innovative way to keep your network engaged! We're looking forward to hearing about your program as your team continues to expand its network and positively impact more people in the community. Thanks for chatting with us today and sharing your experiences, Rocko! Your passion for this work is palpable.*



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