VIRTUAL OPEN HOUSE: 
BUILDING BLOCKS FOR NEW PROGRAMS

Tuesday, August 25th, 2020, 2:00 P.M. – 3:00 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women’s Hospital | Harvard Medical School
Take a minute to change your chatbox settings.
During the session, type your questions into the Q&A box.
Webinar Goals:

- Understand NaRCAD technical assistance offerings
- Explore resources and implementation tools
- Discussion/Q&A Session
Type in the chatbox:

Rate your knowledge of AD from 1 to 10.
Elements of a Successful AD Program

- Identifying gaps in care
- Defining intervention goals:
  - What’s the change you want clinicians to make?
- Recruiting & training detailers
- Delivering 1:1 clinician visits
- Building capacity & sustainability
- Evaluation & assessment
NaRCAD Technical Assistance & Support
Our role @ NaRCAD

• We’re here to:
  • Explore and study this together
  • Curate resources and tools
  • Build connections to leverage skill-sharing and impact
  • Support growth & discovery as a community
  • Provide ongoing opportunities for learning and peer exchange
What Does My Support Look Like?

**Virtual Support**
- Customized toolkits, curated presentations, webinars, training videos, & more.

**Phone Support**
- Regular calls to help you with visits, data tracking, evaluation, and challenges along the way.

**E-mail Support**
- Unlimited guidance, resource requests, & troubleshooting.
Open House: Tour of Curated Resources

narcad.org

learning center
AD Intervention Steps

1. Just starting & learning!
2. Building Program Team
3. Program Planning & Prep
4. Recruiting detailers
5. Training detailers
6. Conducting 1:1 Visits & follow-up
7. Analyzing Data & Evaluating Impact
8. Building Campaign Materials
9. Collecting Data
10. Ready for the next phase or intervention
Thinking About Your Program:

Data Collection  
Recruiting Practices  
Staffing/Hiring

Evaluation  
Working within Public Health  
Sustainability  
Working within health systems

Community Integration  
Tracking Progress

Clinical Focus  
Identifying target audiences  
Program Management

Program Development  
Reporting to Funders  
Where to start?
Please type your questions into the Zoom Q + A box.

We’ll try to get to all of your questions, and we will post those we can’t get to on our Discussion Forum.
GLOBAL LEADERS IN CLINICAL OUTREACH EDUCATION
Training & technical assistance to help clinicians provide better patient care.

WE'RE CHANGING CARE, ONE VISIT AT A TIME.

NEW: e-Detailing Resources during COVID-19

EXPLORE OUR E-DETAILING TOOLKIT  JOIN THE DISCUSSION FORUM
Sign Up
All fields marked with a * are required.

Username * Winnie Ho
Please enter the name by which you would like to log-in and be known on this site.

Email Address * wjho@bwh.harvard.edu
Your email address will not be publicly revealed.

Password *

Forum Terms & Rules* I agree to the Forum Terms & Rules

Create Account
National Resource Center for Academic Detailing narcad
May 14

There has been a rapid increase in opioid-related AD in the past few years, and a multitude of approaches to addressing the overdose crisis.

Let us know a little bit more about the mission of your opioid-related AD work!

Julia Bareham
May 20

RxFiles (located in Saskatchewan, Canada) recently received provincial government funding to provide academic detailing to HCPs with the goal of increasing the number of approved OAT prescribers with an emphasis on bup/nx (in Sask physicians and nurse practitioners must meet certain requirements to be approved by their regulatory body to prescribe OAT). Does anyone has any experience detailing on this topic? Any tips or tools to share? No tip/comment/tool is too small nor too big!
OK to use a post from someone outside of our team?

Morgan, Anna R., 7/22/2020
Anything and everything can happen on a detailing visit - in person or virtually. Ever had to conduct a detailing visit in a parking lot? Had people show up that you weren't expecting? Other unexpected switch-ups to your planned session?

Share your unique lessons learned from the unpredictable nature of 1:1 outreach visits below. (Please exclude any identifying information about the encounters). We might even pick a few of our favorites and highlight them on our DETAILS Blog!

(One of our personal favorites: a detailing visit in a barn - with a duck in attendance!)
“[W]e were invited to present to the office physicians during lunch...

The caveat came when we were then told "we will send you what we would like you to bring us for lunch."
Thank You!

NaRCAD 2020 Webinar Series