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○ • *Beyond the Statistics:*

Integrating
Patient Voices into
Detailing Campaigns

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Disclosures



No conflicts of interest



No financial or non-financial
relationships of concern

Today's Facilitators



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Chat Waterfall

In 2022, **54.6 million people needed substance use treatment.**

Only 1 in every 4 of them got it.
(13.1 million)

Centers for Disease Control and Prevention

Do you think this statistic is compelling enough to motivate clinicians to change how they support their patients with substance use disorder?

Why or why not?

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Chat Waterfall

**Why would a clinician
think a patient wouldn't
come in for care?**

The Patient Voice

“Hospitals treat us horribly. [I’ve] seen my friends risk their lives with bad infections because they don’t want to go to the hospital. They’ll just find something wrong with you so they can boot you.”

“I went to 5 rehabs last year and now there is a note at [hospital name] that I don’t have psych problems, it’s drugs so I can’t get help or [be] admitted. The best I ever felt was after being admitted to psych, I got stabilized and I can’t get back there.”

The Case for the Patient Voice

- **Statistics only convey so much**
- People are **more than just numbers**
- The patient voice can **counteract misconceptions about groups of people**
- Patients are **experts on their own experiences**
- Incorporating the patient voice into your detailing campaign **honors their humanity**
- **Ensures that we don't "miss the mark"** in educating clinicians about what patients actually need

Harm Reduction AD Project: Background

- The HRAD (Harm Reduction and Academic Detailing) pilot project was designed to **determine the efficacy of AD** in supporting a **variety of populations** in:
 - Enhancing their **knowledge** of **harm reduction**
 - Improving their **ability to incorporate harm reduction** into service provision
 - Increasing **referrals for people who use drugs (PWUD) to community-based harm reduction services**
- **Target populations for each project year:**
 - **Year 1:** Primary care providers
 - **Year 2 & Year 3:** Traditional providers & novel populations

Harm Reduction AD Project: Incorporating the Patient Voice

- HRAD has stipulated that sites **meaningfully engage with PWUD** and **incorporate their voices** in the development of audience-specific **key messages**
- **Meaningful inclusion** moves beyond using folks with lived/living experience as vectors of information (impersonal surveys) and involves:
 - **Recognizing the expertise** of lived/living experience
 - **Appropriately compensating** for this expertise
 - Giving folks **a voice and a vote**

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Engaging with Patients

- **Engagement has varied** depending on the **organization** and **existing relationships** with the population
- For those with **pre-existing and trusted relationships**, engagement often takes the form of:
 - **Focus groups**
 - **1:1 interviews**
 - Involvement of a **community advisory committee**
 - Use of **community-based participatory research methodologies** (e.g., PhotoVoice)

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Engaging with Patients

- For those **without established relationships**, many have found success by:
 - Connecting with **local harm reduction service organizations**
 - Convening groups with **broad community representation**, including folks with lived/living experience

What is a Focus Group?

- A **qualitative data** collection method where a facilitator:
 - Interviews **six to twelve people** who share **similar characteristics** that a researcher wants to study
 - Guides a **60-90-minute group interview**
 - Creates an **environment** that encourages **engagement** and **sharing** from participants



Hosting Focus Groups: Participant Recruitment

- Determine the **characteristics** of your **desired participants**
- Identify the **number of participants** you want in your focus group
- **Recruit participants** through your **own organization, community organizations, social media, professional networks, or existing advisory structures**
- **Screen participants** to ensure they meet your **desired criteria**

Hosting Focus Groups: Discussion Guides

- Acts as a “road map” for the facilitator
- An **outline of topics** and **open-ended questions** that are **clear** and **aligned with your objectives**
- **Examples of focus group questions:**
 - *What do you think people get wrong about X?*
 - *What do you think is most important for people to know about how Y impacts how people are treated by clinicians?*
 - *What might be different if clinicians got direct feedback from patients who Z?*



Hosting Focus Groups: Budget Considerations

- **Virtual vs. in person focus groups**
- **Compensate participants** for their **time** and **expertise** (*treat people with lived experience as experts!*)
- **Data analysis**

Hosting Focus Groups: Human Subject Considerations

- Ask leadership about **guidelines** for working with **human subjects**
- Develop a **consent form**.
Example →

Focus Group Consent Form

Suggested Format

This document provides a suggested format for a focus group consent form and may not be applicable to all studies. Please contact the Clemson University Institutional Review Board for specific questions regarding consent forms.

Purpose

You have been invited to participate in a focus group sponsored by [name of unit, department, or program] under the direction of [name of responsible party or individual]. The purpose of this focus group is [explain research questions to be addressed]. The information learned in this focus group will be used to [explain how the information will be utilized in the future].

Procedure

As part of this study, you will be placed in a group of 6 – 12 individuals. A moderator will ask you several questions while facilitating the discussion. As approved through Clemson University's Institutional Review Board, this focus group will be audio-recorded and a note-taker will be present. However, your responses will remain confidential, and no names will be included in the final report.

You can choose whether or not to participate in the focus group, and you may stop at any time during the course of the study.

Please note that there are no right or wrong answers to focus group questions. [Name of unit, department, or program] want(s) to hear the many varying viewpoints and would like for everyone to contribute their thoughts. Out of respect, please refrain from interrupting others. However, feel free to be honest even when your responses counter those of other group members.

Benefits and Risks

Your participation may benefit you and other [name relevant groups] by [list potential improvements]. However, no risks are anticipated beyond those experienced during an average conversation.

Confidentiality

Should you choose to participate, you will be asked to respect the privacy of other focus group members by not disclosing any content discussed during the study. Researchers within [name of unit or department] will analyze the data, but—as stated above—your responses will remain confidential, and no names will be included in any reports.

Contact

If you have any questions or concerns regarding this study, please contact:

[Name of Responsible Party]
[Email address]
[Phone number]

Clemson University Institutional Review Board
223 Brackett Hall, Clemson, SC
(864) 656-1525

I understand this information and agree to participate fully under the conditions stated above.

Sign name: _____ Date: _____

Print name: _____

Hosting Focus Groups: Using the Data

Broad Issue	Issue Identified by Focus Group Participants	Key Message
<p>People who use drugs feel unheard and are treated unfairly</p>	<p><i>"I'd be more comfortable if I had somebody who walked in my shoes. A doctor who knows what it's like to go through withdrawals and the cravings, and be able to help us get the exact treatment that we need. [...] Just doctors treating me like a real person."</i></p>	<p>Identify opportunities to reduce potential harms using a patient-centered, trauma-informed approach</p>

Small Group Work: Case Study

- Your team just **received funding** for a new academic detailing **campaign on type 2 diabetes** with a goal of decreasing blood sugars.
- You want to make sure you **integrate patient voices** into your detailing materials to ensure clinicians understand patient experiences with diet, exercise, weight, and stigma.
- You budgeted to **host a focus group** and compensate the participants for their expertise.

Small Group Work: Case Study

1. **Introduce yourself** and your **program** to your breakout group.
2. Brainstorm **5 focus group questions you would ask participants** where the answers would help clinicians have a deeper understanding of patient needs and provide better, more responsive care.

Small Group Logistics



- The discussion questions will be available to view in your chatbox
- You can request help from the host if you need help

We'll see you in 15 minutes!



*Debriefing and
creating a
resource
together!*

Questions?



Thank You!

