

# From Naloxone to Nasopharyngeal Swabs: Pivoting to Support Primary Care in a Pandemic

... and other strategies for sustainability

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# Disclosure statement



**Lindsay Bevan, Manager**

- Employee of the Centre for Effective Practice
- No other conflicts of interest



**Victoria Burton, Coordinator**

- Employee of the Centre for Effective Practice
- No other conflicts of interest

CEP's Primary Care Academic Detailing Service is funded by the Ontario Ministry of Health (MOH)

# Feb 2020 ... a much simpler time

**865** physicians visited

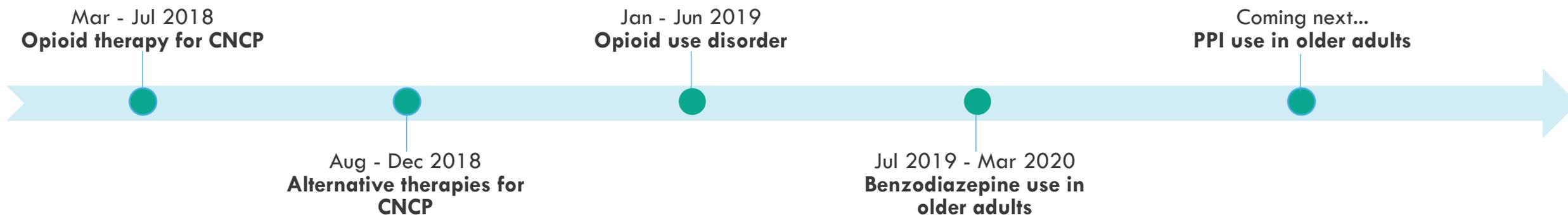
**70%** participated in 2+ visits

**95%** interested in receiving a visit on future topics



# ✓ Be a solution

**Strategy #1: align visit topics (campaigns) with the latest healthcare challenge facing your sector/jurisdiction**





# Demonstrate value where it counts

## Strategy #2: position your visit topics (campaigns) and results to align your funder's priorities

- Patient and family/caregiver-centred care
- Family physician relations
- Equity
- Cost savings/avoidance
- Efficiency
- Integrated care
- Digital health

Perform a cross-topic evaluation to show comprehensive impact in a variety of clinical areas



**Question:** what are your funder's current priorities?



# Gain support and amplify your presence

## Strategy #3: foster relationships with key stakeholders within your sector/jurisdiction

### Development

#### Activities:

- Topic selection
- Material development and user testing/feedback

#### Stakeholders to engage:

- Funder(s)
- Healthcare provider associations (jurisdictional, specialty, practice type)

### Implementation

#### Activities:

- Recruitment
- Delivery of visits
- Communications and promotions

#### Stakeholders to engage:

- Funder(s)
- Medical associations
- Healthcare provider associations and regulatory bodies
- Local healthcare provider leaders
- Public health, regional health
- Universities (CE and medicine)

### Evaluation

#### Activities:

- Evaluation planning and execution
- Sharing of results

#### Stakeholders to engage:

- Funder(s)
- Research institutes/departments/groups
- Implementation scientists

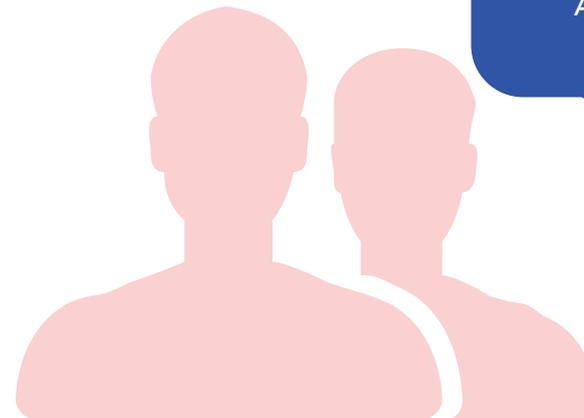


# Embed your service in the healthcare network

**Strategy #4: cross-promote and collaborate with the other initiatives in your sector/jurisdiction to deliver integrated support to providers**

## Initiatives:

- Audit and feedback programs
- Mentoring programs
- Digital health supports
- Clinical and patient campaigns
- Patient material developers



It sounds like you would like some support with optimizing your EMR. Would you like me to connect you with Alex, our local EMR peer leader?



**Question:** what stakeholders and initiatives could you collaborate with from your jurisdiction(s)?



# Embed your service in the healthcare network

**Strategy #5: tailor your service delivery so it can be integrated into various practice models (e.g. private practice, employment model, multispecialty practice)**

## **Opportunities for integration:**

- Train embedded providers to be academic detailers
- Partner with relevant members of the team to deliver visits (e.g. pharmacist, social worker, nurse practitioner, diabetes educator)
- Have detailers embed relevant clinical/care pathways into detailing discussion
- Tailor communications for each practice model
- Tailor key messages/material to each provider type

# Pivot to meet emerging needs

**Strategy #6: have flexibility to modify your usual processes to meet emerging needs of providers, stakeholders and funders**

## **Content development and upskilling:**

- Condensed timelines
- Modified stakeholder engagement
- Ongoing updates and emerging evidence

## **Role of the detailers:**

- Expanded scope beyond pharmacological therapy
- Becoming comfortable with lack of well-established evidence
- Increased involvement in content development

## **Transition to virtual:**

- Upskilling and detailer support
- Zoom/telephone visits
- Recruitment and communications



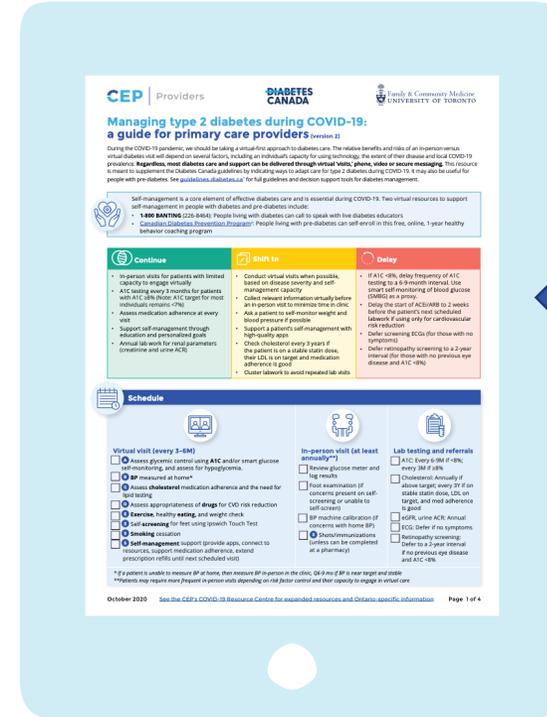
# Pivoting to meet emerging needs

## Our key takeaways



Virtual visits allow for broader reach and higher uptake

Up-to-date resources in an easily accessible, web-based format



# Set yourself up for success

Continuously implement strategies that support sustainability



- Be a solution to a wide range of challenges
- Demonstrate value where it counts
- Gain support and amplify your presence
- Embed your service in the healthcare network
- Pivot to meet emerging needs



**Question:** what strategy do you think you could implement to support the sustainability of your service/program?