

**NARCAD**  
PRESENTS

The Third International  
**Conference on Academic Detailing**  
**Motivating Change, Transforming Care:**  
Implementing Effective Clinical Education Strategies

**November 9th & 10th, 2015**  
**Boston, Massachusetts**

Joseph B. Martin Conference Center  
Harvard Medical School  
77 Avenue Louis Pasteur



**#NARCAD2015**

NaRCAD & the Academic Detailing Conference Series are supported by the Agency for Healthcare Research Quality. NaRCAD is a program of the Division of Pharmacoepidemiology & Pharmacoeconomics [DoPE] Brigham & Women's Hospital & Harvard Medical School



# Welcome to #NaRCAD2015

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On behalf of NaRCAD, we'd like to welcome you to the 3<sup>rd</sup> International Conference on Academic Detailing! From Jerry's original study over 30 years ago, AD has spread throughout the world, and we're delighted by the diversity – both geographic and programmatic – at this year's conference. Attendees from throughout the US, Canada, and Europe and from a wide range of organizations attest to the innovations that have made the original concept of AD applicable in so many new and varied settings.

We've just hit 5 years as the only resource center on academic detailing, and we look forward to many more as we continue to support, train, and educate our Partner Network of over 200 organizations and individuals. We're excited to strengthen our existing collaborations, learn from your experiences, and amplify the impact of academic detailing.

Over these two days, you'll learn from experts about how clinical outreach education can be a catalyst for change amidst diverse healthcare challenges. We hope you'll leave our 2-day program with new ideas to reinvigorate your passion for improving health care quality and patient outcomes. So take advantage of your time here to ask challenging questions, connect with other leaders in the field, and develop new strategies that you'll put into action when you return to your own important work.

We thank you for being here, and look forward to your contributions. As part of our community, we hope you'll share your insights with the healthcare community by tweeting about it at #NaRCAD2015, sharing our resources, and staying connected to our community.



**Michael Fischer, MD, MS, NaRCAD Director**



**Jerry Avorn, MD, NaRCAD Co-Director**



# Conference Agenda At-a-Glance

See following pages for a detailed agenda, session descriptions and speaker biographies.

## #NaRCAD2015: Motivating Change, Transforming Care

### Day 1 Monday, November 9th

<b>8:30 AM</b>	<b>Breakfast &amp; Networking</b>
<b>9:00 AM</b>	Welcome & Overview Mike Fischer, MD, MS, Director, NaRCAD
<b>9:30 AM</b>	Keynote Talk: "AD to Support Veterans Health" Dr. Carolyn Clancy, CMO Veterans Health Administration
<b>10:15 AM</b>	<b>Morning Break</b>
<b>10:30 AM</b>	Expert Panel #1: "AD & Practice Facilitation in Primary Care"
<b>12:00PM</b>	<b>Lunch</b>
<b>1:00PM</b>	Day 1 Breakout Track Sessions: "AD in Action" See following pages for track selections
<b>3:00PM</b>	<b>Afternoon Break</b>
<b>3:15PM</b>	Presentation: The Canadian Academic Detailing Collaboration: A Success Story
<b>4:00PM</b>	"AD in a Rapidly Changing Health Care & Pharmaceutical Environment" Jerry Avorn, MD, Co-Director, NaRCAD
<b>4:45PM</b>	Closing Remarks Mike Fischer, MD, MS, Director, NaRCAD
<b>5:30PM</b>	<b>Evening Reception</b>

### Day 2 Tuesday, November 10th

<b>8:30 AM</b>	<b>Breakfast &amp; Networking</b>
<b>9:00 AM</b>	Welcome to Day 2 Mike Fischer, MD, MS, Director, NaRCAD
<b>9:15 AM</b>	Keynote Talk: "Engaging Physicians in Providing Evidence-Based Care" Dr. Don Goldmann, CMO & CSO Institute for Healthcare Improvement
<b>10:00 AM</b>	<b>Morning Break</b>
<b>10:15 AM</b>	Themed Plenary: "The Intersection of Public Health & AD"
<b>12:00PM</b>	<b>Lunch</b>
<b>1:00PM</b>	Expert Panel #2: "AD within Integrated Healthcare Systems"
<b>2:30PM</b>	Day 2 Breakout Track Sessions: "The Flexibility of AD" See following pages for track selections
<b>3:00PM</b>	<b>Afternoon Coffee &amp; Networking Break</b>
<b>4:30PM</b>	Final Discussion & Closing Remarks Mike Fischer, MD, MS, Director, NaRCAD
<b>5:00PM</b>	<b>Conference Adjournment</b>

# DAY 1: MONDAY, NOVEMBER 9<sup>TH</sup>, 2015

## Detailed Agenda & Session Descriptions

All main sessions will be held in the Rotunda

Presentation slides will be available at on our Conference Hub page at [narcad.org](http://narcad.org)

<b>8:30 AM</b>	<b>Breakfast &amp; Networking</b>
<b>9:00 AM</b>	<b>Opening Remarks: Welcome to #NaRCAD 2015</b> <i>Michael Fischer, MD, MS, NaRCAD Director</i>
<b>9:30 AM</b>	<b>Keynote Address: "Academic Detailing to Support Veterans Health"</b> <i>Dr. Carolyn Clancy, Chief Medical Officer, Veterans Health Administration</i> The Veterans Health Administration often serves as model for implementing innovative new approaches to improve care. In recent years the VHA, like the rest of the health care system, has faced the challenge of trying to manage pain while avoiding overuse of opioid pain medications. Due to issues directly related to their military service, Veterans frequently suffer from painful conditions. Some of these Veterans may also be at risk for complications from opioids. Dr. Clancy will review the VHA's existing academic detailing programs, discuss how the VHA is making academic detailing a key component of current strategies to improve the safety and effectiveness of pain medication prescribing, and draw lessons for how these approaches can be applied in other settings.
<b>10:15 AM</b>	<b>Morning Break</b>
<b>10:30 AM</b>	<b>Expert Panel: Practice Facilitation in Primary Care</b> <i>Moderator: Andy Ellner, MD</i> <i>Panelists: Lyndee Knox, PhD; Ann Lefebvre, MSW, CPHQ; Allyson Gottsman</i> Primary care clinicians are struggling to incorporate new guidelines into practice while at the same time serving increasing numbers of patients who are gaining access to care. Academic detailing can bring primary care clinicians the best evidence for patient care, but for many practices following through to deliver that care will require major changes in the organization of the practices and the processes used to provide patient care. Practice facilitation provides direct support to practices as they seek to make these changes initially and sustain them over time. A panel of three leaders in this field will provide examples of successful interventions and challenges faced in working with practices.
<b>12:00 PM</b>	<b>Lunch</b>
<b>1:00 PM</b>	<b>Breakout Tracks: "AD in Action"</b> <i>Track Selections:</i> <b>Breakout 1: Deconstructing the AD Visit</b> <i>Amanda Kennedy, PharmD, BCPS; Bevin K. Shagoury</i> What really happens during an AD visit? Join this highly interactive session facilitated by members of the NaRCAD training team as they break down the key elements of a successful educational visit through small group exercises and problem-solving. This session will be especially beneficial for attendees preparing to work as clinical educators, or for those seeking new insights and skills refinement. A great introduction to the fundamentals of a visit, and ideal for those planning to complete a future NaRCAD AD techniques training.

## **Breakout 2: Managing an AD Program**

**Loren Regier, BA, BSP; Melissa Christopher, PharmD**

An effective clinical education program requires careful planning, including hiring and training detailers, identifying clinicians for outreach, and managing and evaluating field staff. Join moderators who have successfully managed programs for many years as they share best practices used in developing and adapting their programs. For conference attendees who are actively managing AD programs or related educational outreach, or for those who are initiating new programs and interested in the cornerstones of successful program management.

## **Breakout 3: Making the Case for AD**

**Michael Fischer, MD, MS; Sarah Ball, PharmD**

A fundamental challenge for AD programs is to obtain initial support and then make the case to sustain that support over time. AD professionals may rely on grants, contracts, or a variety of other mechanisms to create and maintain their programs. Join a discussion of how to develop plans for new programs, find support, present results, and sustain success over time. For conference attendees looking to start, expand, or evaluate an academic detailing program.

**3:00 PM Afternoon Break**

**3:15 PM Presentation: Canadian Academic Detailing Collaboration: A Success Story**

**Terryn Naumann, BSc(Pharm), PharmD**

In 2003, several small, separate academic detailing programs in Canada came together to form the Canadian Academic Detailing Collaboration. This presentation will describe the academic detailing landscape in Canada, how the CADC began and evolved, types of collaborative activities, what keeps the collaboration going, and some lessons learned about collaboration over the past 12 years.

**4:00 PM AD in a Rapidly Changing Healthcare & Pharmaceutical Environment**

**Jerry Avorn, MD, Co-Director of NaRCAD**

Major developments are occurring in several areas that will impact heavily on the use of medications by prescribers and patients. Changes are being planned to loosen the clinical standards for FDA drug approval and to allow manufacturers to promote their own perspectives on drug benefits and risks, apart from FDA-approved determination. In addition, cost has re-emerged as a central issue for drug use and affordability. Dr. Avorn will discuss the major role that academic detailing will be playing on each of these fronts.

**4:45 PM Day 1 Closing Remarks**

**Michael Fischer, MD, MS, Director of NaRCAD**

*Please take a moment to fill out our Day 1 Evaluation form.*

**5:30 PM Evening Networking Reception**

*Join us just outside the Rotunda for hors d'oeuvres and light refreshments!*

# DAY 2: TUESDAY, NOVEMBER 10<sup>TH</sup>, 2015

## Detailed Agenda & Session Descriptions

All main sessions will be held in the Rotunda

Presentation slides will be available on our Conference Hub page at [narcad.org](http://narcad.org)

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<b>8:30 AM</b>	<b>Breakfast &amp; Networking</b>
<b>9:00 AM</b>	<b>Welcome to Day 2</b> <i>Michael Fischer, MD, MS, Director of NaRCAD</i>
<b>9:15 AM</b>	<b>Keynote Address: "Engaging Physicians in Providing Evidence-Based Care"</b> <i>Dr. Don Goldmann, CMO &amp; CSO, The Institute for Healthcare Improvement</i> Academic detailing and other outreach educational approaches rely on engaging front-line clinicians in the process of using evidence to improve health care decisions and patient outcomes. But in the face of ever-increasing time and administrative pressures, clinicians may resist such interventions. Dr. Goldmann will draw on the IHI's decades of experience engaging clinicians to improve quality of care and patient safety. He will discuss key lessons for developing rigorous and successful quality improvement projects as part of everyday work.
<b>10:00 AM</b>	<b>Morning Break</b>
<b>10:15 AM</b>	<b>Themed Plenary: "The Intersection of Public Health and AD"</b> <i>Moderator: Cheryl Bartlett</i> <i>Presenters: Phillip Coffin, MD, MIA; Michael Kharfen</i> Threats to public health can emerge in a variety of ways and in diverse settings across different geographies. While HIV care has been transformed by the availability of effective medications, some communities still face high rates of undiagnosed and untreated HIV. Over the past decade problems with the use of opioid pain medications and increasing overdose deaths have become priorities in all parts of the US, as well as internationally. Speakers will present two AD interventions for these problems: Washington DC's implementation of AD programs to increase the rates of screening and treatment for HIV and Hepatitis C, and the development and roll-out of an AD strategy to increase the prescribing of naloxone to reverse opioid overdose death in San Francisco. Questions and discussion will focus on lessons from these experiences for the design of new AD interventions to address other public health threats.
<b>12:00 PM</b>	<b>Lunch</b>
<b>1:00 PM</b>	<b>Expert Panel #2: AD within Integrated Healthcare Systems</b> <i>Moderator: Michael Fischer, MD, MS</i> <i>Participants: Joy Leotsakos, PharmD; Valerie Royal, PharmD, BCPS; Sameer Awsare, MD</i> Physicians, practices, and hospitals are increasingly consolidating into systems such as accountable care organizations (ACOs), in which the larger entity takes on overall responsibility for the care of a population of patients. These structures can create important opportunities for AD and related interventions, which can be implemented as part of clinical quality assurance or improvement approaches. Panelists will share experiences from systems at different stages of this process: a decades-old program in one of the largest integrated systems in the country, a mid-sized program seeking to expand, and a program in a newly-formed ACO that recently trained their first academic detailers. Join the corresponding breakout group later in the afternoon!

2:30 PM	<b>Afternoon Break: Coffee &amp; Networking</b>
	<i>Enjoy an extended break to connect with your colleagues and NaRCAD.</i>
3:00 PM	<b>Breakout Tracks: AD in Varied Settings</b>
	<i>Track Selections:</i>
	<b>Breakout 1: AD &amp; Practice Facilitation</b>
	<i>Lyndee Knox, PhD; Ann Lefebvre, MSW, CPHQ</i>
	<p>How does practice facilitation work in harmony with academic detailing to ensure evidence-based changes are actually implemented by practices? Join Practice Facilitation panelists to learn how they help practices make changes and sustain them over time. For attendees interested in practice transformation and quality improvement.</p>
	<b>Breakout 2: AD in Public Health Settings</b>
	<i>Phillip Coffin, MD, MIA; Michael Kharfen</i>
	<p>Front-line clinicians have a critical role to play in addressing many challenges in public health. Join the speakers from our Public Health Plenary for a more in-depth discussion of how their programs have tackled infectious diseases screening and opioid overdoses with AD interventions. The group will work together to brainstorm strategies for emerging public health issues. For attendees looking to understand how AD can be used to address existing or new threats to public health.</p>
	<b>Breakout 3: AD in Integrated Health Systems</b>
	<i>Joy Leotsakos, PharmD, Valerie Royal, PharmD, BCPS</i>
	<p>When healthcare systems take on responsibility for the health of a population, they create opportunities to implement AD as part of larger organizational structure. Join our Systems Panelists as they share their expertise on successful program design. For attendees working in ACOs or similar healthcare systems, or those seeking to understand a healthcare system's potential for greater impact when using academic detailing.</p>
4:30 PM	<b>Closing Discussion &amp; Remarks</b>
	<i>Michael Fischer, MD, MS, Director of NaRCAD</i>
5:00 PM	<b>Conference Adjournment</b>
	<i>Please take the time to fill out our final evaluation form. Thank you!</i>

# **Keynote Biography:**

## **CAROLYN M. CLANCY, MD**

**Chief Medical Officer, Office of the Under Secretary for Health  
Veterans Health Administration**

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Carolyn Clancy, M.D., served as Interim Under Secretary for Health for the Department of Veterans Affairs, July 2, 2014 until July 5, 2015, and currently serves as Chief Medical Officer, OUSH. In these roles, Dr. Clancy oversees the health care needs of millions of Veterans enrolled in VHA, the United States' largest integrated health care system, with more than 1700 sites, including hospitals, clinics, long-term care facilities, and Readjustment Counseling Centers. In addition, VHA is the nation's largest provider of graduate medical education and a major contributor to medical research.

Prior to assuming the duties of the Interim

Under Secretary for Health, Dr. Clancy was the Assistant Deputy Under Secretary for Health, for Quality, Safety and Value and served as the Chief Quality Management Officer for VHA – planning, directing, coordinating, and evaluating VHA's national quality, safety, and value-producing programs and approaches. Dr. Clancy also served as Director of the Agency for Healthcare Research and Quality (AHRQ), from February, 2003 through August, 2013.



Dr. Clancy, a general internist and health services researcher, is a graduate of Boston College and the University of Massachusetts Medical School. Following clinical training in internal medicine, Dr. Clancy was a Henry J. Kaiser Family Foundation Fellow at the University of Pennsylvania. Before moving to AHRQ in 1990, she was an assistant professor in the Department of Internal Medicine at the Medical College of Virginia.

Dr. Clancy holds an academic appointment at George Washington University School of Medicine (Clinical Associate Professor, Department of Medicine) and serves as Senior Associate Editor, Health Services Research. She serves on multiple editorial boards including JAMA, Annals of Family Medicine, American Journal of Medical Quality, and Medical Care Research and Review.

She is a member of the Institute of Medicine and was elected a Master of the American College of Physicians in 2004. In 2009, was awarded the William B. Graham Prize for Health Services Research. Her major research interests include improving health care quality and patient safety, and reducing disparities in care associated with patients' race, ethnicity, gender, income, and education. As Director of AHRQ, she launched the first annual report to the Congress on health care disparities and health care quality.

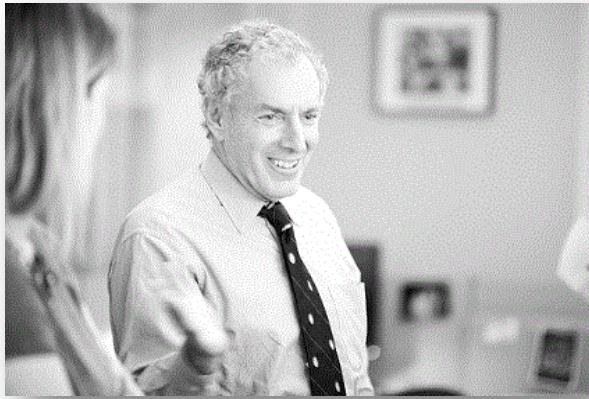
# **Keynote Biography:**

## **DON GOLDMANN, MD**

### **Chief Medical and Scientific Officer**

### **Institute for Healthcare Improvement (IHI)**

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Don Goldmann, MD, works both internally and externally to deepen IHI's profile, credibility, and influence in health care and health promotion. An essential part of his work is to harvest expertise, knowledge, and innovation from the field while forging relationships with key allies, partners, professional and academic societies, and membership organizations to further IHI's strategic aims and reach.

As Chief Medical Officer, Dr. Goldmann supports IHI's content leads in identifying innovative approaches, cutting-edge developments, and expert faculty in areas of strategic focus, using his external relationships to identify important or emerging gaps in IHI content, particularly with regard to innovations and evidence-based interventions that emerge from academia.

As Chief Scientific Officer, his primary goal is to strengthen ties between IHI and the health services research and academic communities. In this capacity, he works with IHI colleagues, especially the Results and Evaluation Team, to ensure the rigor of IHI's results-oriented work, and to disseminate these results in presentations at national meetings and peer-reviewed publications.

To this end, Dr. Goldmann develops and nurtures alliances and relationships with translational, pragmatic researchers and organizations nationally and globally. He also serves as senior lead for the IHI Fellowship Program, and he continues to train and mentor emerging investigators at Harvard Medical School, Boston Children's Hospital, and the Harvard TH Chan School of Public Health. He is exploring new ways to teach and learn, and is lead faculty for the Massive Open Online Course (MOOC) being developed with HarvardX and the Harvard TH Chan School of Public Health.



# NaRCAD Staff



## **Jerry Avorn, MD | Co-Director**

Dr. Avorn is Professor of Medicine at Harvard Medical School and Chief of the Division of Pharmacoepidemiology and Pharmacoeconomics. A general internist, geriatrician, 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, particularly in the elderly. 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 adherence by patients; programs to improve the appropriateness of prescribing and drug taking; and pharmaceutical cost-effectiveness analysis. Dr. Avorn did his undergraduate training at Columbia University in 1969, received his M.D. from Harvard Medical School in 1974, and completed a residency in internal medicine at Beth Israel Hospital in Boston. He has served as president of the International Society for Pharmacoepidemiology and is a member of the Institute of Medicine Committee on Standards for Developing Trustworthy Clinical Practice Guidelines. Dr. Avorn is the author of over 400 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.



## **Michael Fischer, MD, MS | Director**

Dr. Fischer is a general internist, pharmacoepidemiologist, and health services researcher. He is an Associate Professor of Medicine at Harvard and a clinically active primary care physician and educator at Brigham & Women's Hospital. He has extensive experience in designing and evaluating interventions to improve medication use and has published numerous studies demonstrating the potential gains from improved prescribing. His research interests include prescription drug reimbursement policy, 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 School of Public Health. He completed residency training in primary care internal medicine at Brigham & Women's Hospital. He teaches in both the outpatient and inpatient components of the internal medicine residency program at Brigham & Women's and teaches courses on research methodology at the Harvard School of Public Health.



## **Niteesh Choudry, MD, PhD | Program Faculty**

Niteesh K. Choudry, MD, PhD, is an Associate Professor of Medicine at Harvard Medical School and an Associate Physician in the Division of Pharmacoepidemiology and Pharmacoeconomics and the Hospitalist Program at Brigham and Women's Hospital. His research focuses on the development and evaluation of novel strategies to improve health care quality and reduce spending. He is particularly interested in the clinical and economic consequences of using evidence-based therapies for the management of common chronic conditions and in designing strategies to overcome barriers to treatment initiation and long-term medication adherence. He leads a multidisciplinary research program funded by CVS Caremark to study medication adherence, the cost-effectiveness of medical technologies and comparative effectiveness research and collaborates with a wide range of insurers, employers and health delivery systems. He is also the founding Executive Director of the Center for Healthcare Delivery Sciences, which improves healthcare by identifying, designing, rigorously evaluating and reporting transformational solutions to engage patients and providers in care delivery. Dr. Choudry practices inpatient general internal/hospital medicine at Brigham and Women's Hospital.



### **Bevin Kathleen Shagoury | *Communications & Education Director***

Bevin manages NaRCAD's external communications, bringing career experience in non-profit program development, grants management, and strengths-based leadership to the talented team at NaRCAD. Having developed communications and educational resources in clinical settings, urban classrooms, and health-based non-profits, Bevin works to magnify the impact of clinical education programs via strategic partnership development & access to digital resources. With over 14 years of experience improving community access to integrated learning platforms, Bevin earned her degree in education from Emerson College, where she focused on serving marginalized youth through creative expression.



### **Arielle Mather, MPH | *Education & Training Manager***

Arielle manages all of NaRCAD's events, including the Academic Detailing Training Techniques series and the annual International Academic Detailing Conference, along with facilitating the development of clinical materials. Arielle received her Master's Degree in Public Health with a concentration in Health Communication from Tufts University School of Medicine. She has several years of experience coordinating Boston-based elder service programs and teaching evidence-based healthy aging workshops, and is passionate about connecting others with resources that enhance the quality of life and improve the health status of their families and communities.



### **Julianne McDonough | *Research Assistant***

Julianne assists NaRCAD events including the Academic Detailing Training Techniques series and the annual International Academic Detailing Conference. As a research assistant in the Division of Pharmacoepidemiology and Pharmacoeconomics and The Center for Healthcare Delivery Sciences, she meaningfully contributes to the development and execution of large-scale clinical trials. With previous experience in both education and research industries, Julianne is passionate about improving patient care through clinical outreach education and fulfilling NaRCAD's mission.

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## **Contact Us:**

### **National Resource Center for Academic Detailing**

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# Conference Speaker Biographies

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## Sameer V. Awsare, MD, FACP

### *Associate Executive Director, The Permanente Medical Group (TPMG)*

Sameer V. Awsare, MD, practices Internal Medicine in Campbell, CA. Dr. Awsare graduated from University of California Davis School of Medicine in 1989 and has been in practice for 25 years. Dr. Awsare joined the Permanente Medical Group in 1993, and is an Associate Executive Director for The Permanente Medical Group in charge of Pharmacy, Adult and Family Medicine, Risk Adjusted Coding, Revenue Cycle and Outside Medical Services. He is also involved in resident teaching, was the Chair of the Hospital Ethics Committee, and served as Chief of Medicine at the Permanente Medical Group's Campbell facility. He served as a member of TPMG Board of Directors since 1997 to 2014.



## Sarah Ball, PharmD

### *Assistant Professor & Program Director for Academic Detailing, Department of Clinical Pharmacy & Outcomes Sciences, S. Carolina College of Pharmacy*

Sarah Ball serves as core faculty in the Section of Health Systems Research & Policy, Division of General Internal Medicine and Geriatrics at the Medical University of South Carolina (MUSC). She is also a training facilitator at NaRCAD's Academic Detailing Techniques Training. Dr. Ball directs the SCORxE Academic Detailing Service at SCCP and is the project director for the University Internal Medicine Patient-Centered Medical Home at MUSC. As founding director of SCORxE, she has significant experience with the education, training and field management of clinical pharmacy academic detailers and primary responsibility for evidence-based content development.



## Cheryl Bartlett

### *Executive Director of Substance Abuse Prevention & Public Health Initiatives at Cape Cod Healthcare*

Cheryl Bartlett served as Commissioner of the Massachusetts Department of Public Health under Governor Deval Patrick 2013-2014, and prior to being appointed Commissioner she served as Deputy Commissioner. In these roles she chaired the inaugural Prevention and Wellness Advisory Board, which oversees a \$60 million Prevention Trust Fund – the first of its kind in the nation. As former Deputy Commissioner, Ms. Bartlett led the Department's implementation of the health care reform & cost containment legislation known as Chapter 224 and spearheaded a number of other health care quality and performance improvement initiatives. Ms. Bartlett has extensive experience as a registered nurse and hospital administrator implementing health system changes through quality assessment and improvement practices. Currently Ms. Bartlett is developing an integrated public health approach to address the opiate use and overdose crisis being felt across the nation, and in particular Cape Cod, through Cape Cod Healthcare (CCHC).

## Speaker Biographies



### Melissa Christopher, PharmD

#### *National Director Academic Detailing, U.S. Dept. of Veterans Affairs Central Office, Pharmacy Benefits Management (PBM) Academic Detailing Service*

Dr. Melissa Christopher is currently the National Director of VA Academic Detailing Services overseeing the implementation efforts for academic detailing expansion across all Veteran Integrated Service Networks since 2014. She received her Doctor of Pharmacy from Duquesne University, Pittsburgh Pennsylvania. She completed a Pharmacy Practice Residency and Post Graduate Year 2 in Pharmacoeconomics and Formulary Management at VA San Diego Healthcare System. Dr. Christopher conducted research in health outcomes and pharmacoeconomic analysis for several chronic disease management areas. In recent years, Dr. Christopher has embraced the mission to expand efforts for educational outreach by clinical pharmacists for improvement of evidence based care in Pain Management, Depression, Schizophrenia, and Posttraumatic Stress Disorder as well as other substance use disorders. Most of her program efforts focus on development of educational materials, outcome monitors, provider specific electronic audit and feedback tools to trend practice patterns with implementation efforts for the newly developed as well as fully implemented AD programs.



### Phillip Coffin, MD, MIA

#### *Director of Substance Use Research in the Center for Public Health Research at the San Francisco Department of Public Health*

Dr. Coffin is a board certified internal medicine and infectious diseases clinician; specific foci of Dr. Coffin's training include HIV management, buprenorphine maintenance, addiction management, toxicology, and viral hepatitis care. As Director, Dr. Coffin oversees several pharmacologic and behavioral trials that aim to reduce substance use and related HIV risk behaviors. Since the early 1990s, Dr. Coffin has been involved in developing and studying services for drug users, including syringe exchange, agonist maintenance therapy, and overdose prevention programs. In addition to the intersection between substance use and HIV, Dr. Coffin's interests include screening and linkage to care for persons with hepatitis C; opioid overdose and the distribution of naloxone; and mathematical modeling; and clinical care for HIV, viral hepatitis, and general infectious diseases. Dr. Coffin has an established record of clinical experience, academic service, and innovative research, and his expertise in the field is evidenced by his extensive presentation and publication record. Dr. Coffin is also credited with developing a major international conference, Preventing Heroin Overdose: Pragmatic Approaches, and establishing the first hospital-based naloxone distribution program at Columbia University Medical Center.

## Speaker Biographies



### **Andy Ellner, MD**

***Co-Director of the Center for Primary Care, Director of the Program in Global Primary Care and Social Change, Harvard Medical School***

Dr. Ellner is an Associate Physician in the Division of Global Health Equity at Brigham and Women's Hospital and Innovation Consultant at the Phyllis Jen Center for Primary Care, where he practices primary care medicine. His work focuses on the redesign of health service delivery and medical training to incorporate advances in information technology, to hasten the adoption of higher functioning organizational models, and to better address the social determinants of health. He previously worked with the World Health Organization and Clinton HIV/AIDS Initiative on projects to improve health systems in low and middle-income countries. He serves on the board of several non-profit organizations focused on advancing primary care and community health.



### **Allyson Gottsman**

***Program Manager, Colorado Health Extension System***

***Executive Vice President, HealthTeamWorks***

Allyson has been in healthcare her entire career, coming from the administrative perspective of healthcare delivery, and currently working at Colorado Health Extension System, a collaborative of 20 practice transformation organizations and an evolving workforce of regional health connectors. She began experimenting with practice facilitation in the early nineties with a focus on patient centeredness, patient education and customer service. She expanded to clinical transformation in her role as Executive Vice President for HealthTeamWorks. Allyson was the original Colorado Director of the national Improving Performance in Practice program (IPIP), working in close collaboration with Ann Lefebvre in North Carolina. The IPIP program was the foundation for the evolution of the nationally recognized HealthTeamWorks practice transformation services.



### **Amanda Kennedy, PharmD, BCPS**

***Director of the Vermont Academic Detailing Program at the Office of Primary Care, University of Vermont***

Amanda has delivered Academic Detailing sessions to over 700 participants since 2003. Amanda regularly serves as a faculty facilitator for NaRCAD Academic Detailing Techniques trainings. As Associate Professor of Medicine, University of Vermont, College of Medicine, Dr. Kennedy is a residency and fellowship-trained board-certified pharmacist investigator. She has extensive training in research and medication safety through completion of an AHRQ-funded career development award (K08), a graduate certificate in human factors and an executive fellowship in patient safety. Her primary care research has been funded by AHRQ, HRSA, the State of Vermont, and local health plans. She has a clinical pharmacy practice in Rheumatology at the UVM Medical Center.

## Speaker Biographies



### **Michael Kharfen**

***Senior Deputy Director, HIV/AIDS, Hepatitis, STD and TB Administration at DC Department of Health (DOH)***

Michael Kharfen has 30 years of experience in public health and human services with federal and local governments and non-profit organizations. Mr. Kharfen developed the District's condom-distribution program, expanded the District's school-based STD screening program, developed an award-winning awareness and social-marketing program on HIV/AIDS prevention, established an academic detailing program on HIV and hepatitis testing and implemented innovative programs to promote HIV prevention among older adults and via peer education among youth. His priorities, in collaboration with community partners, include enhancing the health outcomes for persons living with HIV; promoting innovative and home-grown large-scale prevention strategies, including Pre-Exposure Prophylaxis (PrEP); improving the timeliness and breadth of data on the epidemics; redesigning the HIV housing program; expanding sexual and respiratory health services; and strategies to eradicate hepatitis C.



### **Lyndee Knox, PhD**

***Director, LA Net***

Lyndee Knox, PhD is founding director of LA Net, a primary care practice based research and resource network established with funding from the Agency for Healthcare Research and Quality (AHRQ) in 2002. LA Net supports research and innovation in the healthcare safety net in Los Angeles and provides practice facilitators to practices in its network to support practice-based, clinician and community-led research, evidence translation and practice improvement. Dr. Knox served as principal investigator on AHRQ's Task Order 13 (TO 13) to examine the use of practice facilitators to implement the Care Model in the safety net, and convened the AHRQ Practice Facilitator Consensus Panel to summarize the state of the field as part of TO13. Lyndee has served as lead on a 2-year contract with the Greater Los Angeles Veterans Administration to create and train internal coaches to support primary care teamlets and PACT transformation. Dr. Knox also directs Project ECHO LA, a replication of the successful quality improvement and clinical education intervention from the University of New Mexico aimed at increasing access to specialty care services in rural areas.



### **Ann Lefebvre, MSW, CPHQ**

***Associate Director, North Carolina Area Health Education Centers (AHEC) Program, University of North Carolina at Chapel Hill***

Ann Lefebvre is Associate Director of the NC AHEC Program at the University of North Carolina at Chapel Hill and oversees statewide quality improvement efforts for NC AHEC. Included in her responsibilities is the function of executive director of the NC regional extension center (REC) for health information technology as well as directing all statewide, practice-based quality improvement efforts under the NC AHEC Program. In this role, Ms. Lefebvre has worked to develop a practice facilitation program to help community-based primary care practitioners understand and improve their delivery of healthcare. Ms. Lefebvre also developed a program to train and support over 50 staff to perform as practice facilitators in over 1300 primary care practices across the state.

## Speaker Biographies



### Joy Leotsakos, PharmD

**Senior Clinical Pharmacist, Program Manager, AD Service**

**Atrius Health Clinical Pharmacy Program**

Joy joined Atrius Health in 2007 and became the program manager for the ADS program in 2012. Prior to joining Atrius Health, Joy worked as an assistant professor at Massachusetts College of Pharmacy and Health Sciences University in Boston, MA and provided ambulatory care pharmacy services to the South End Community Health Center also in Boston. Joy graduated with a Doctor of Pharmacy degree from Virginia Commonwealth University School of Pharmacy and then completed her residency in Ambulatory Care and Community Pharmacy at the University of Florida College of Pharmacy.



### Terryn Naumann, BSc(Pharm), PharmD

**Director of Evaluation, Drug Intelligence & Optimization Branch**

**Medical Beneficiary & Pharmaceutical Services Division**

**British Columbia Ministry of Health**

Dr. Naumann began her work in academic detailing in 1993 at Lions Gate Hospital in North Vancouver as the clinical pharmacist for the Community Drug Utilization Program – the first academic detailing program in Canada. Since 2008, she has been coordinating the BC Provincial Academic Detailing, or PAD, Service. Terryn earned her BSc(Pharm) and PharmD from the University of British Columbia in Vancouver BC, and completed a hospital pharmacy residency at St. Paul's Hospital in Vancouver and then worked at St. Paul's as a clinical pharmacist in the areas of Palliative Care, General Medicine and at the HIV Centre of Excellence.



### Loren Regier, BA, BSP

**Program Coordinator, RxFiles Academic Detailing Service**

Loren has guided the development of this provincial academic detailing service since the first ground-breaking pilot project began in 1997. Loren is active as a member of the Canadian Academic Detailing Collaboration and provides training and consultation to various programs and initiatives. Loren's interests cover the practical application of evidence to practice and the ongoing development of multifaceted interventions that support academic detailing. Additionally, Loren serves as a faculty facilitator for NaRCAD's Academic Detailing Techniques trainings. Loren is co-editor of the *RxFiles Drug Comparison Charts – 10<sup>th</sup> Edition* and a contributor/reviewer for Geri-RxFiles and the *RxFiles – Bringing Evidence to Practice* section of Canadian Family Physician journal.



### Valerie Royal, PharmD, BCPS

**Manager, Ambulatory Pharmacy Programs, Greenville Health System**

Valerie joined GHS in 2006 as an internal medicine clinical pharmacy specialist and transitioned into ambulatory pharmacy in 2010. She is currently responsible for a variety of pharmacy programs including specialty pharmacy, provider relations, academic detailing, and formulary management. Valerie received a BS from Clemson University and a Doctor of Pharmacy degree from the Medical University of South Carolina. She then completed residency training at the Regional Medical Center in Memphis, Tennessee.

## NaRCAD: Services & Support

NaRCAD's innovative, service-delivery model helps build the skills and capacity to connect busy clinicians to the best evidence, resulting in better health outcomes.



### On-going Support

We provide consultation and support to health care organizations seeking to establish or improve effective academic detailing programs. We stay connected after consultation or training to ensure that programs have the personalized support they need.

### Expert Connections

We connect detailers through our Partner Network of programs by sharing best practices in academic detailing—highlighting what works, and what challenges are faced along the way.

### Personalized Training

We've trained over 200 health professionals from over 80 organizations. We provide specialized, highly-interactive training sessions on social marketing, techniques of academic detailing, and the management of academic detailing programs.

### Evaluation of Impact

We work carefully with each partner organization to evaluate its academic detailing program across multiple dimensions, including measuring program impact.

[Learn more at narcad.org](http://narcad.org)

# Train with NaRCAD

"Every health department and health system should use this model—it makes so much sense! I have greater confidence in my clinical interactions after this training."

-Fall 2015 NaRCAD AD Techniques Trainee

NaRCAD offers its academic detailing techniques trainees a unique and foundational training to advance skills in implementing effective clinical outreach interventions.



Trainees leave our 2-day course ready to visit practices, meet front-line clinicians, skillfully communicate academic detailing as a supportive service, and share best evidence while building trusting relationships.

A promotional graphic for the Academic Detailing Training Series. It features a hand holding a black marker, drawing a white outline of a lit lightbulb on a dark background. Inside the lightbulb, the text "#NaRCAD2016" is written. In the top left corner, there is a red bar with a white gear icon and the text "Academic Detailing TRAINING SERIES". In the bottom right corner, there is a dark teal box containing the text "SPRING SESSION: MAY 16 - 17, 2016 BOSTON registration open January 15th".

# Training Program Highlights:



- Small Group Breakouts
- Educational Visit Role Play
- Mastery of Social Marketing Techniques
- Evaluating Best Evidence
- Behavior Change Theory
- Interactive Discussion
- Key Messaging
- Team-Building
- Follow-up Support and Best Practices
- Access to our Partner Network

## What Our Trainees Say:

"This was the best and most efficient health-related training course I've been to."

"Just the right amount of didactic, a lot of practice, and then putting it all together—I feel ready to develop materials and try it."

"I particularly enjoyed the facilitator expert panel, where I could pick the brains of our facilitators and learn from their experiences."

"I didn't know what to expect but I came away with refined communication skills and improved clinical knowledge thanks to the outstanding facilitators."

"The role plays were the best part of the program—they helped me to tweak my messaging and also my style of interaction."

"I appreciate that the facilitators and presenters got to know each one of us."

"I loved all of the faculty and staff—they provided personalized educational skills and input on your program."

## NaRCAD's Partner Network

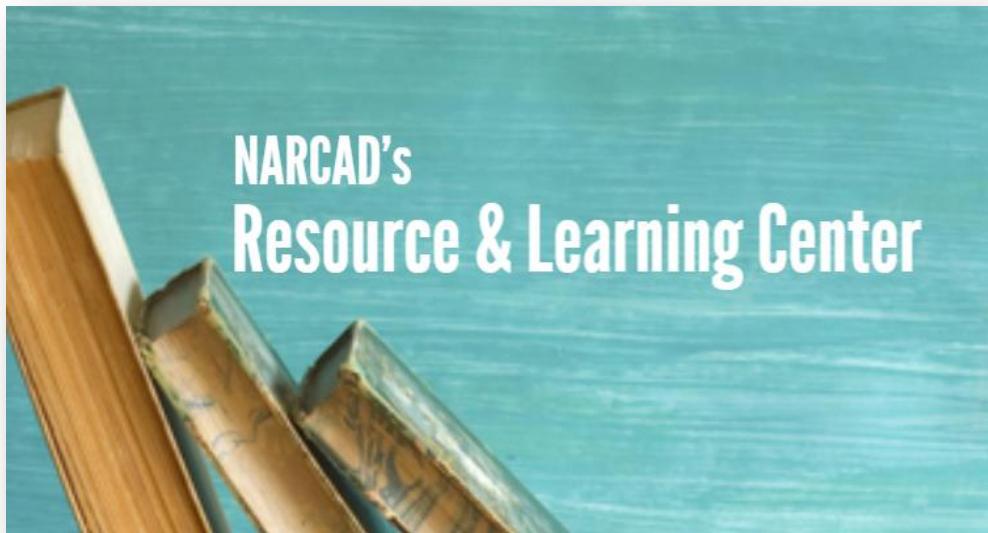
We help our 200+ partners change clinician behavior, one visit at a time.

NaRCAD collaborates with clinical outreach education programs and experts via our interactive training series, conference series, personalized consultation and support, and connection to resources. Visit our Partner Network online, and contact us if you'd like to be listed as part of our community of clinical educators and supporters working together to improve patient care.

[narcad.org/our-partners](http://narcad.org/our-partners)

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## Virtual Support for Our Clinical Educators

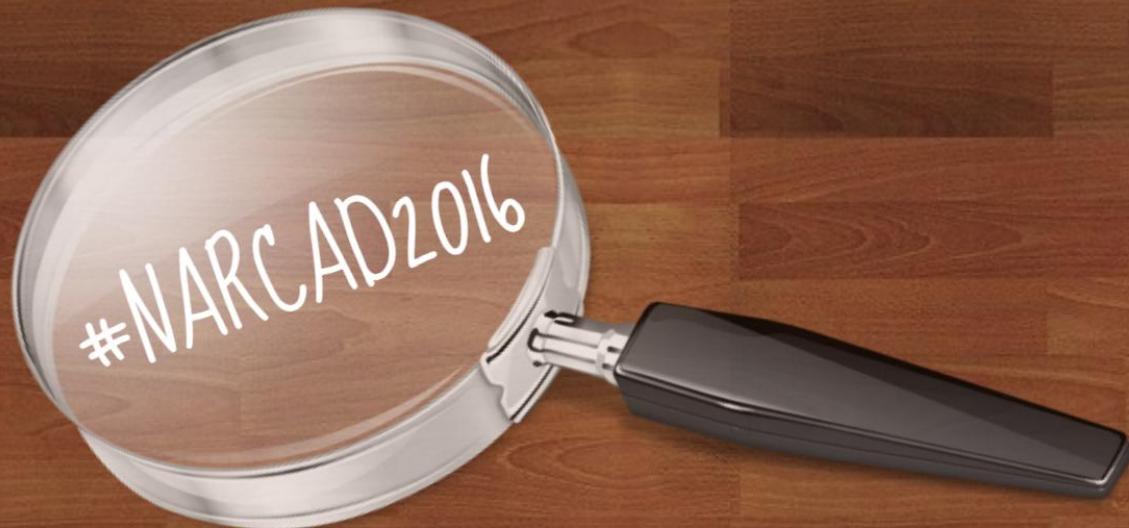


Supporting our AD partners doesn't just mean we're connecting them with experts, consulting on program expansion, or helping a new program find its footing. It also means we're providing concrete tools that detailers and program managers can use when they need to strengthen clinician relationships, understand the healthcare improvement landscape, learn what's trending in AD, and to ask questions or share solutions. Tell us what you need to make your program stronger.

[narcad.org/resources](http://narcad.org/resources)  
[narcad@partners.org](mailto:narcad@partners.org)

# The 4th International Conference on Academic Detailing

NOVEMBER 2016



Contact NaRCAD About:

Sponsorship Opportunities

Proposals to Present at the 2016 Conference

[narcad@partners.org](mailto:narcad@partners.org)

# From NaRCAD's DETAILS Blog

## Why One-on-One Interactivity Matters

Jerry Avorn, MD, NaRCAD Co-Director

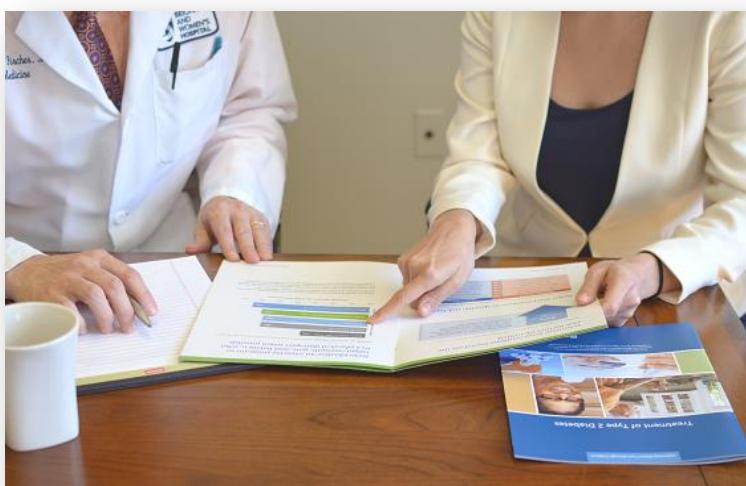


Often, in discussing academic detailing programs with current or potential sponsors, the question comes up: "Wouldn't it be cheaper just to deliver the message to a whole group of clinicians at once, instead of the much more cumbersome process of talking to prescribers one at a time?" Sure, it would be cheaper.

So would just mailing (or e-mailing) memos to people telling them what to do, or requiring time-consuming groveling on 1-800-DROP-DEAD prior authorization numbers before a costly resource can be ordered. The problem is that cheaper solutions often don't work, or don't work well. We have decades of proof that putting health care professionals together in a darkened auditorium and subjecting them to a PowerPoint Tolerance Test does not reliably change behavior.

The main reason that academic detailing relies on one-on-one interactive communication is that it is the best way for the outreach educator to accomplish several key goals:

- **Understand the clinician's current practices, attitudes, and beliefs;**
- **Tailor a message specifically targeted to that person's educational needs, and where he or she is coming from;**
- **Keep the learner engaged.** (*It's harder to read e-mails, gaze out the window, or doze off if you're in the middle of a conversation.*)



Well-trained academic detailers understand this, and they use the interactivity to craft a real-time, care-improvement message that best addresses the learning needs (and attitudes and biases!) of the person they're visiting. Less competent academic detailers force their "targets" to sit still while they administer a canned micro-lecture monologue, which works poorly. They may feel they "got through all the points" they wanted to cover, but if there was no interactivity, no conversation, then the person they were talking at might as well have been falling asleep in a darkened amphitheatre.

We know this is the case from decades of experience and scores of randomized controlled trials. We also know, perhaps most compellingly, that when the drug industry wants to change what we know and about its products, it sends people to our offices to talk with us—it doesn't rely only on the less expensive modalities of mailings, e-messages, and sponsored lectures.

So the next time someone suggests that it might be more inexpensive to just gather prescribers into a big room and have someone talk at them for an hour, agree with them. Then point out that it's also less time-intensive to scarf down a Big Mac than eat a real meal, shoot off a series of emoticons rather than a personalized note, or listen to a ring tone of a Beethoven sonata rather than hear it performed by musicians. Cheaper isn't everything.



## The Details Blog

- Best practices
- Program highlights
- Interviews
- Skills sharing
- Event recaps
- Reflections on AD
- New ideas in the field
- And more...



## Join our online community at [narcad.org](http://narcad.org):

Visit us online at [narcad.org](http://narcad.org) to subscribe to our community list—you'll receive the latest blogs, our e-newsletter “Academic Detailing Today”, updates on new academic detailing events, and the opportunity to share your story with our partner network.

# Thank You from NaRCAD

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*The Agency for Healthcare Research Quality (AHRQ)*

*The Joseph B. Martin Center & Staff*

*Partners Healthcare*

*Harvard Medical School*

*Brigham & Women's Hospital*

*Division of Pharmacoepidemiology & Pharmacoeconomics (DoPE)*

*Alosa Foundation*

*Veterans Health Administration*

*The Institute for Healthcare Improvement*

*All of our Speakers, Presenters, Moderators, and Panelists*

## Follow Our Lead.

We know what's trending in clinical education, healthcare transformation, practice improvement, public health, and more. Come and find us, join the conversation, or start one of your own.



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## Notes Page

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