STRATEGIC DATA COLLECTION AND TRACKING: BEST PRACTICES FOR PROGRAM SUSTAINABILITY

Friday, May 22nd, 2020, 11:00 A.M. – 12:15 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women’s Hospital | Harvard Medical School
Today's Webinar Facilitators:

Mike Fischer, MD, MS, Director, NaRCAD
Bevin Shagoury, Communications & Education Director, NaRCAD
NEW OFFERING: OPIOID AD DISCUSSION FORUM

WEBINAR GOALS:

- New offering: Opioid AD Discussion Forum
- Level-setting on today’s content
- Looking at local data and data quality
- Carefully defining your outcomes
- How to use local data to set goals
- Discussion/Q+A Session
Community Discussion Forum

JUST LAUNCHED
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 * 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
News
Community News & Announcements

**General Discussion**
A discussion forum for all things academic detailing, AD for Opioid Safety, AD for HIV/AIDS

Community of Practice - E-Detailing
"E-Detailing for Clinician Engagement: Virtual Connections for Clinical Change", COVID-19
Opioid Safety AD Programs

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...
Examples will focus on **CDC OD2A recipients** and others **working on opioids**

Clinical topic is translatable to many other areas; **data and tracking is critical for all programs**

Relevant for those thinking about planning evaluation, which we’ll discuss in **future webinars**

We’ll share a planning tool to begin putting content into practice, and our **discussion forum** is a great place to share peer-to-peer content and strategies
Looking at data quality

- Consider all the potential sources of data that might be available to you
- How do we know if data is quality data?
- When assessing a possible data source:
  - Consider the primary purpose for the data collected
  - Purpose will drive which elements are recorded rigorously (or not)
  - Sharing some examples
National vs. local data

- Consider cost and accessibility of different data sources
- Determine what level of data you need
- CDC has tremendous resources, but national data may be better suited to cross-state comparisons than specific intervention assessment
- Even state-level data can be too heterogeneous for a local intervention

**Consider and investigate:**
- What do your existing local data resources cost?
- What would it cost you to gather data yourself?
How is data collected?

- Ask rigorous questions!
- Use your preparation time to identify possible problems in your potential data sources
- **Ask:**
  - What kind of problems might there be in data collection that would skew your analyses?
  - How would you identify those problems?
  - Some examples of problems in collection that impact analysis
Carefully defining outcomes

- Outcomes should be based on available data and data quality
- Recognize that not every beneficial outcome can be easily quantified
- Consider when proxy outcomes are reasonable

**Make sure you’re being realistic:**
- Define outcomes that you **CAN** measure accurately
- Don’t define outcomes you **wish** you had data to assess
Is this outcome something your intervention targets?

- Make sure the outcome you’re measuring is clearly related to the intervention you’re conducting!
- Opioid-related issues are varied and complex
  - OUD
  - Pain management
  - Dual diagnosis
- Interventions likely address some of these elements
  - Few interventions address all of them
- Without planning and forethought, you risk:
  - Putting effort and resources into measuring an outcome that you can’t control/change
Academic Detailing on MAT

Clinician

- Referral to MAT specialist
- MAT
- No treatment
Academic Detailing on MAT

Clinician

- Referral to MAT specialist
- MAT
- No treatment

- X-waiver?
- Clinic resources

- Insurance
- Availability
- Referrals made vs. referrals completed
- Prescription data availability
- Medication adherence
Thinking ahead to evaluation

- Plan **ahead** for as robust an evaluation as possible within your resources
- Planning evaluation later in the process much more difficult
- Some programs say they don’t have enough funding to do evaluation; we’d argue that you won’t have enough funding in the future if you don’t do evaluation
- We’ll dive into this in more detail on a future webinar in this series
INTERVENTION TOOLKIT:
Best Practices in Academic Detailing for Opioid Safety

Shareable resources to build your Academic Detailing program.

JOIN THE DISCUSSION

Interact with others in the academic detailing community from around the world.
Materials Library: Resources

Program Planning & Evaluation - Materials & Examples:

- Planning An Evaluation of an Academic Detailing Intervention: Guide | NaRCAD
- Form: Planning & Tracking Your Visits: Form for Logging Practice Visits and Follow-Up
- Form: Tracking Data: Overall Tracking List Sheet & Detailing Visit Targets
- Form: Provider Evaluation of A Visit: Post-Detailing Session Evaluation Form
- Evaluation Summary Report | Idaho Department of Health and Welfare's "AD Outreach Summary"
- Special Blog on Prioritizing Evaluation: The National Academic Detailing Service’s Opioid Overdose Education & Naloxone Distribution (OEND) Program
- Presentation: Pragmatic Program Evaluation | NaRCAD Workshop Presentation Deck by Niteesh Choudhry, MD, PhD & Melissa Christopher, PharmD
- Provider HIV Prevention Pre-Survey & Post-Survey | Colorado Department of Public Health & Environment
- CDC Overdose Prevention Evaluation Profile for Academic Detailing |
## Assessment Guide: Planning An Evaluation of an Academic Detailing Intervention

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<th>Area</th>
<th>Notes, Ideas, &amp; Tools</th>
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| **1. Intervention Planning:**  
Identify the gap in care (Patient-specific)  
Choose specific clinical foci
*Include:*  
- A description of the AD topic area(s)  
- Process used for determining those areas  
- Stakeholders involved  
- Needs assessment  
- Evidence review  
- Identification of detailers  
- Development/adaptation of materials  
- Curriculum used  
- Selection of key change messages  
- Training process |

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<th><strong>2. Target Audience (Clinicians):</strong></th>
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| - Location/geography for intervention  
- Type(s) of practice (primary care, specialty, etc.)  
- Goal number of clinicians to receive detailing; overall and by specialty  
- Identification of barriers to accessing clinicians  
- Review of other local interventions or resources, including potentially complementary or competing |
3. Visit Tracking Metrics:

Potential Indicators:

- Type of visit (individual, small group/team; initial visit vs. return visit)
- # of outreach visits completed; % of targeted clinicians reached
- # of minutes spent per visit in direct AD
- Key message delivery (yes/no for each message)
- Closing: Did summary/closing occur; perceived commitment to change
- Follow-up metrics (# of visits that had follow-up scheduled; format of follow-up, etc.)

4. Outcome Metrics:

Potential Indicators:

- Attitudes (via survey)
- self-reported increase in knowledge
- Change in process of care: alteration in use of targeted test or treatment (e.g. screening, referrals, prescribing); may be increase or decrease depending on intervention focus
- Satisfaction of providers who received detailing visits
- Change in patient outcomes for targeted condition; feasibility will depend on availability of relevant data and anticipate time frame for changes in outcomes
Please type your questions into the Zoom Q + A box!
We’ll try to get to all of your questions, and we’ll post those we can’t get to on our Opioid Discussion Forum thread.
Thank You!

NaRCAD WEBINAR SERIES 2020