



Partnering with Local Health Departments in Implementing a Statewide Academic Detailing Project

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Disclosure Statement

Anna Gribble and Christopher Shea have no conflicts of interest to disclose.

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Has your AD project partnered with local health departments (for staff to serve as academic detailers or to connect providers to local resources)?

- Yes **A**
- No **B**
- Unsure **C**
- N/A **D**

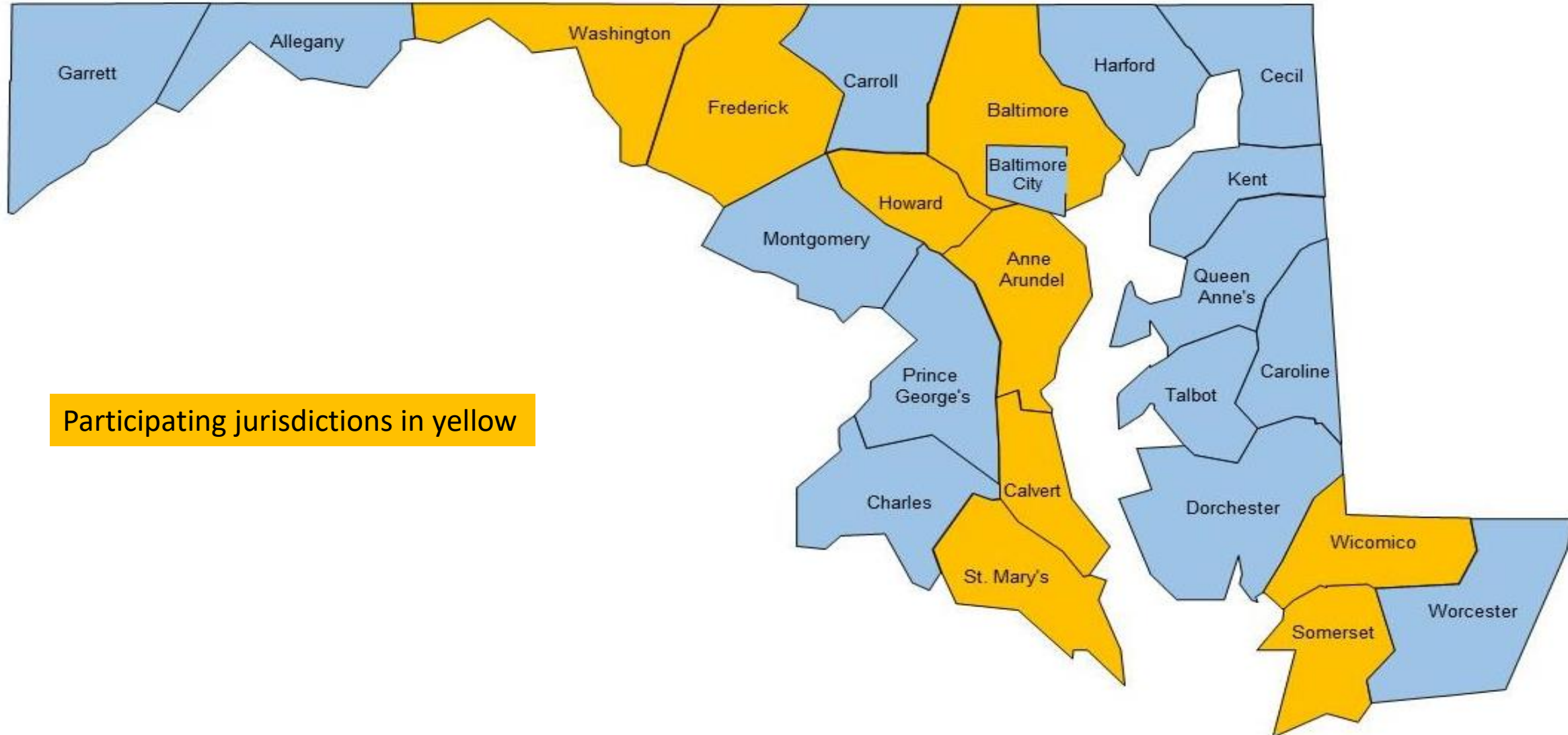
Office of Provider Engagement and Regulation (OPER)

- New MDH Public Health Services Administration created in February 2019.
- Combined the Maryland Prescription Drug Monitoring Program (PDMP) and Office of Controlled Substances Administration (OCSA), the state CDS permit authority.
- OPER provides a center of support for prescribers and dispensers to better promote professional education, informed clinical decision-making, best practices and innovation so that Maryland patients experience optimal access, efficacy and safety in connection with controlled substances.

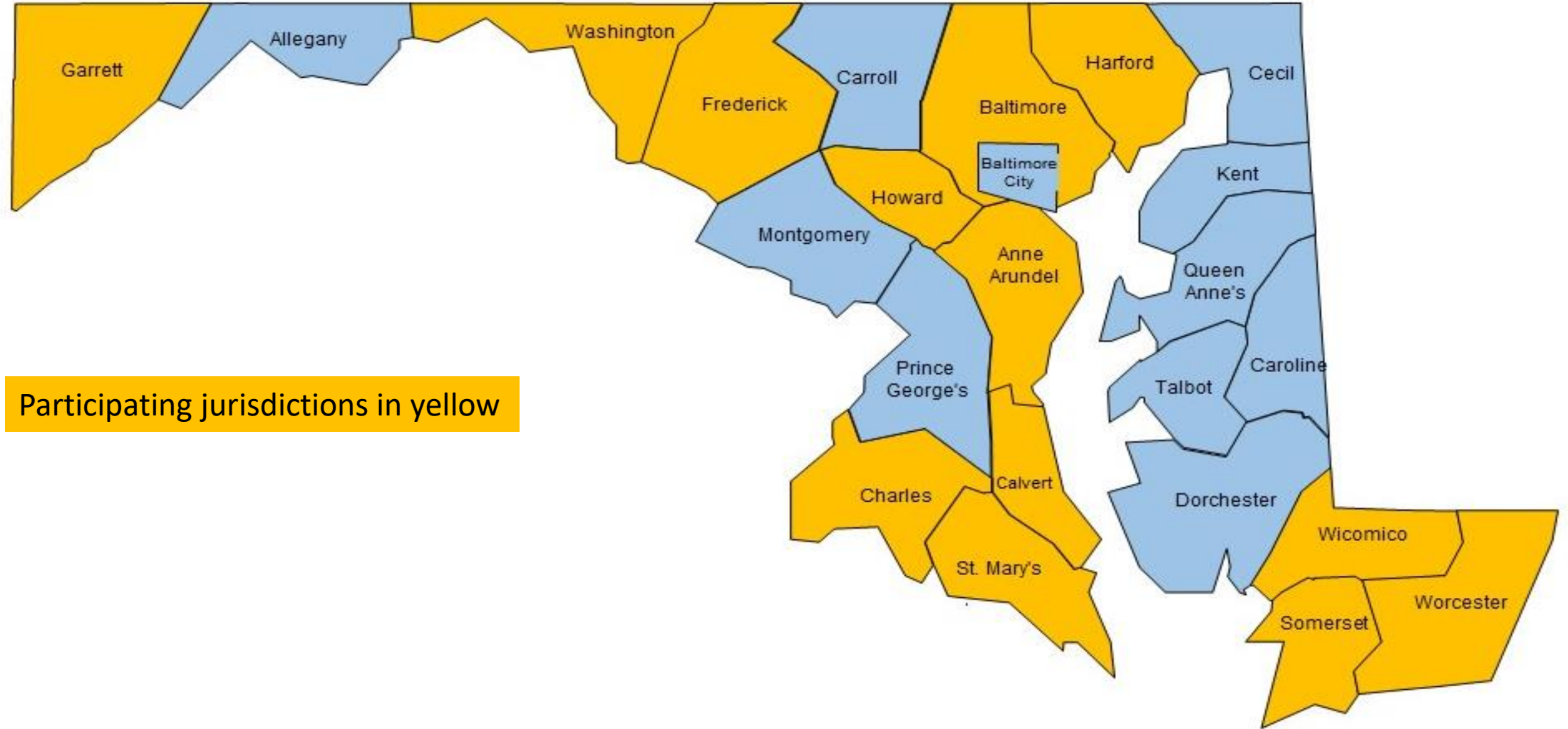
Background

- **Maryland-based Opioid Academic Detailing Pilot project** launched Summer 2019 (pilot state fiscal year 2019)
- Funding: CDC and SAMHSA federal grants
- Partners: **local health departments**, NaRCAD, University of Maryland, Center for Innovation in Academic Detailing on Opioids (CIAO)
- **Goals of project:**
 - Improve opioid prescribing practices
 - Increase clinician use of the state's Prescription Drug Monitoring Program (PDMP)
 - Prevent opioid-related overdose deaths
 - Augment the skillset of Maryland public health workforce

9 Participating Pilot Jurisdictions



13 Current Jurisdictions



Why Local Health Departments?

Working with LHDs throughout the state to identify detailers allows the project to leverage the existing local health department community relationships, with detailers who:

- **Know their jurisdiction well**
- **Ensure the detailing will occur throughout the state**
- **Can utilize existing relationships to identify and carry out detailing**
- **Use the skills obtained in the NaRCAD training in other prevention activities that involve communicating with providers**
- **Are reliable**
- **Improve relationships between health care providers and their LHDs**

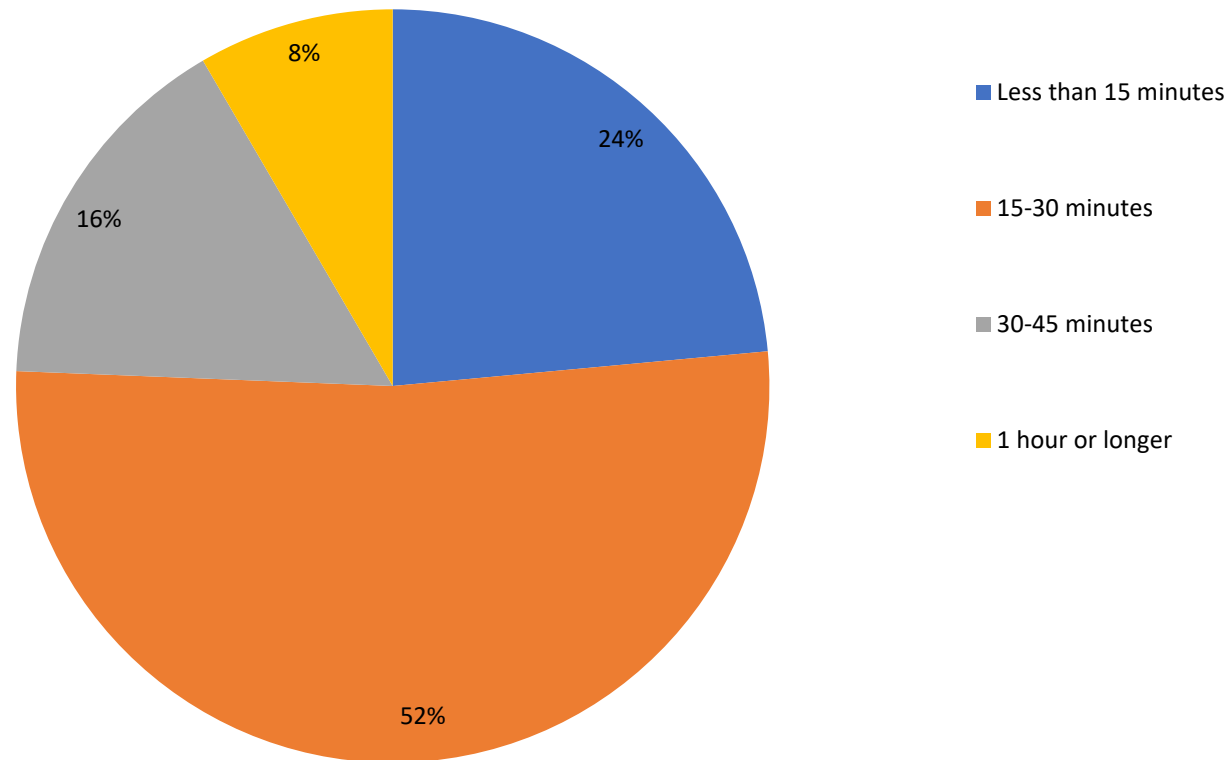
Who Are Our Detailers?

- **Local Health Department staff actively working on multiple overdose prevention efforts:**
 - Overdose fatality review coordinators
 - Naloxone outreach coordinators
 - Buprenorphine expansion coordinators
 - Manage local communications campaigns on drug misuse
 - Organize local events like health fairs or CME events
- **Backgrounds:**
 - Some have worked in clinical settings (e.g. office managers)
 - Social workers
 - Public health staff
 - 1 EMT and 1 physician

Progress

- **Training**
 - **May 2019:** 9 pilot jurisdictions attended NaRCAD 101 training
 - **October-November 2020:** 9 new detailers participated in 101 training with CIAO
- **July 1, 2019 – October 1, 2020:** at least 119 field visits completed
- **CME credits** now available through the University of Maryland

Length of Each Visit

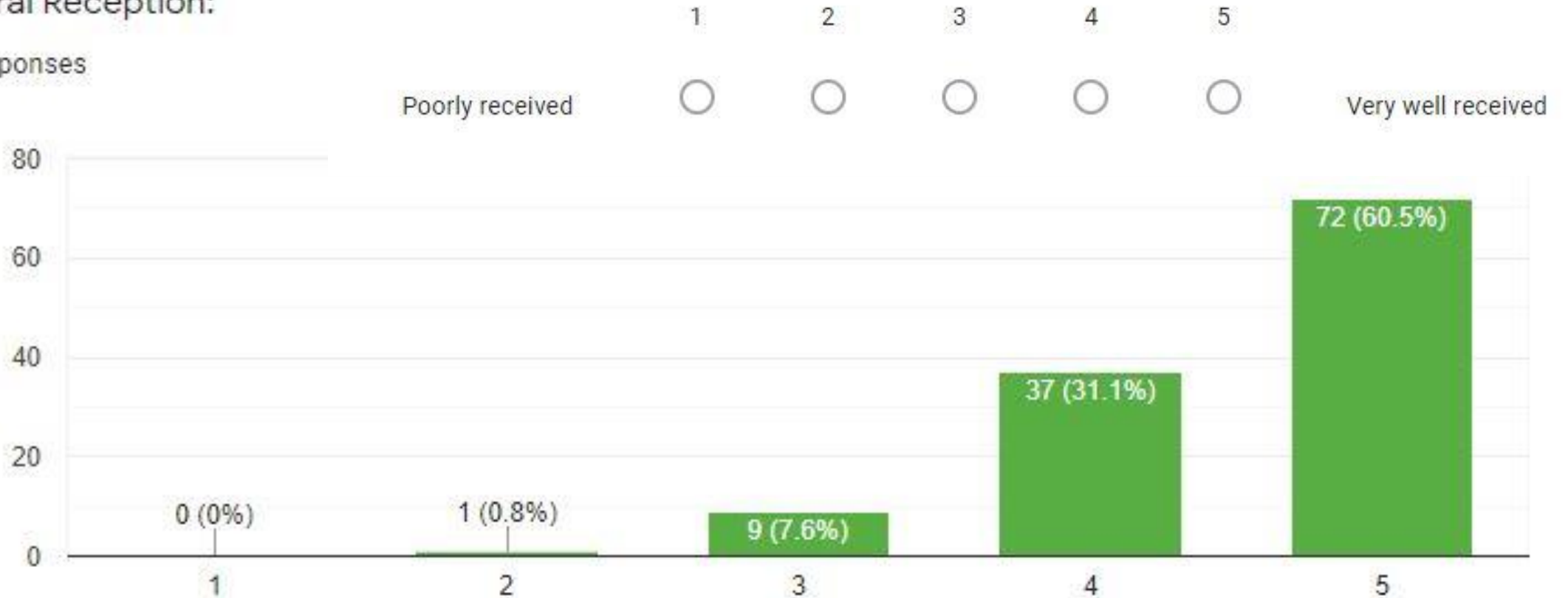


Reception from Providers

Based on your experience with the clinician, how would you rate their reception to your visit?

General Reception:

119 responses



Successes

- **Detailers have visited many providers**
- **Detailers have leveraged existing relationships with providers and health department leadership**
 - *Work closely with their health officers and local leadership*
 - *Know providers in their community from fatality review, naloxone outreach or buprenorphine outreach*
- **Connected to other healthcare provider support programs in MD**
- **Detailers have delivered a variety of messages including difficult messages - familiar with topics and public health messaging**
- **Detailers are flexible and evolve – esp in COVID**

Challenges

- COVID has had a huge impact on local health departments
- Barrier: you don't need to be a physician to talk with physicians
- No full-time detailers
- Turnover in staff

Addressing Challenges

- MDH continues to offer support, e-detailing guidance, online trainings on opioid content, TA calls on workarounds
- Reassurance, practice, opportunity to check in
- Creatively leverage opportunities
- Clear with detailers and their supervisor goals and expectations

Detailer Experience: Christopher Shea

