



Academic Detailing in Community Pharmacies:

Experiences from a naloxone, buprenorphine, and syringe safety intervention

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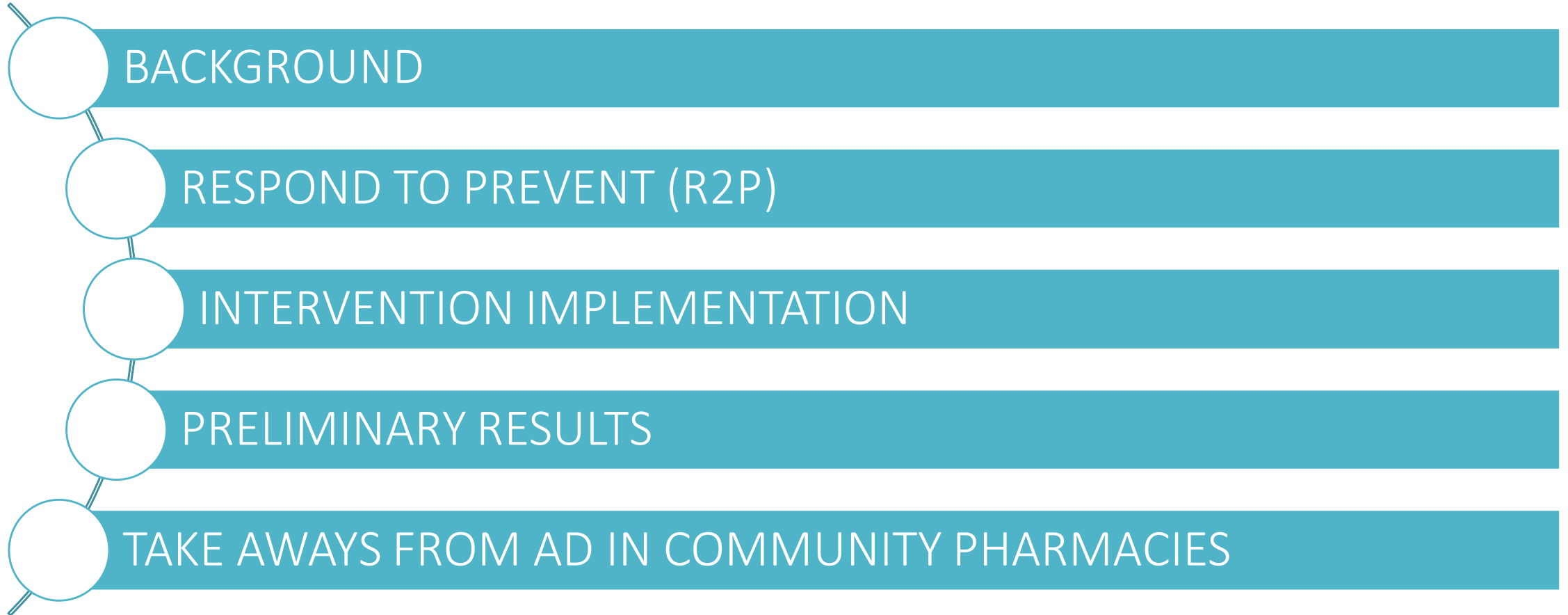
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Disclosures

- No conflicts of interest
- No relevant financial or nonfinancial relationships to disclose

PRESENTATION OVERVIEW





When you hear "pharmacy," what is the first word that comes to mind?

Why this work is important?



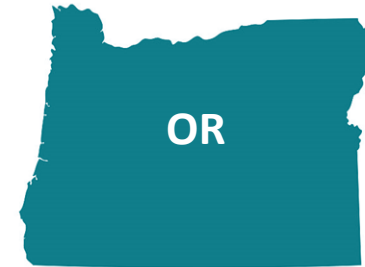
- **Pharmacies are well positioned to mitigate opioid risk by:**
 - Providing naloxone
 - Dispensing medications to treat opioid use disorder (MOUD)
 - Supplying nonprescription syringes
- **These are key components to addressing the opioid crisis**
- **These public health roles have grown during the COVID-19 pandemic**



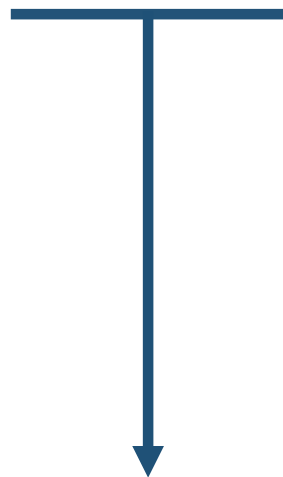
Respond to Prevent (R2P)



1. Support community pharmacists, patients, and communities through tools and trainings to increase naloxone awareness and improve patient-provider communication
2. Increase sale of naloxone, buprenorphine, and nonprescription syringe.
3. Increase the frequency of naloxone offers to patients and caregivers.
4. Reduce the number of adverse opioid-related events, including opioid overdose deaths, in the United States.



RESPOND
Resources Encouraging Safe Prescription Opioid & Naloxone Dispensing



**PRESCRIBE
TO PREVENT**
Prescribe Naloxone, Save a Life

**RESPOND
TO PREVENT**

Project Aims

AIM 1

Integrate the PRESCRIBE TO PREVENT and RESPOND toolkit materials into one cohesive education program (R2P).

AIM 2

Evaluate the effectiveness of R2P in community pharmacies within four states using a stepped wedge, clustered randomized trial design.

AIM 3

Using a mixed methods approach, identify facilitators and barriers (e.g. state-specific policies, store policies, regional characteristics) to intervention implementation and effectiveness.

R2P Toolkit Materials



Pharmacy-Based Materials



Pharmacist Education

Online Education Program



Patient Facing

Syringe Safety Tips & Self Care

Ask a pharmacist for new injection supplies, disposal containers, and info on places that collect used supplies.

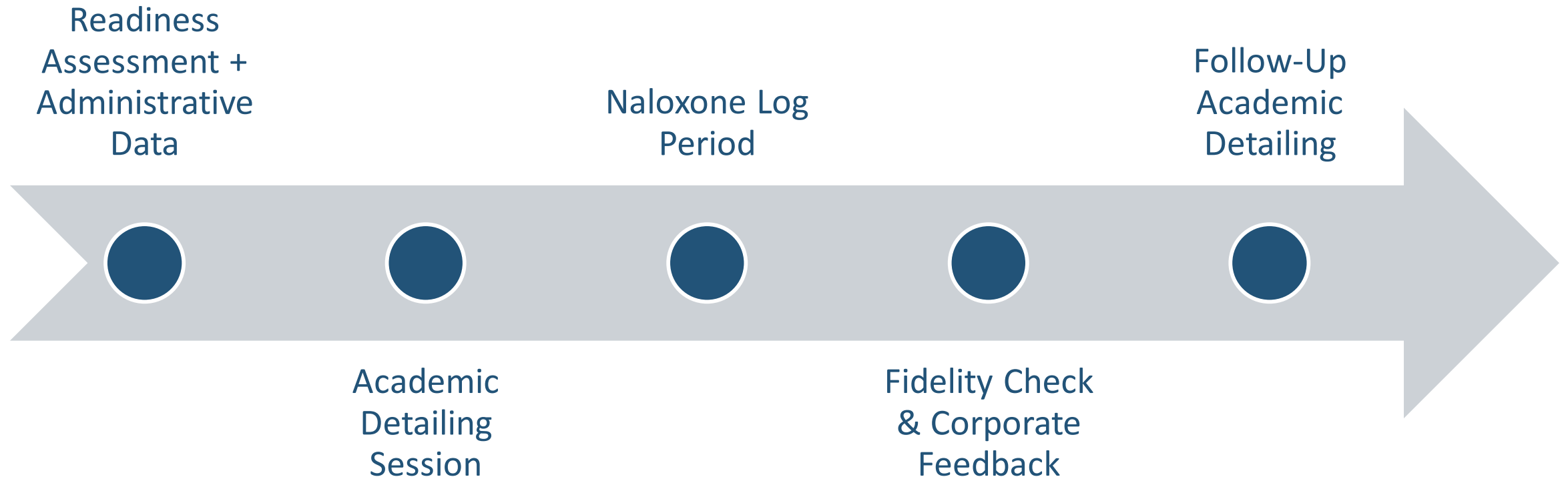
- Take your time**
Fear causes mistakes, and mistakes can be deadly. Take control by taking your time. Go somewhere comfortable where you are not rushed. *You can always do more, so start with less.*
- Practice hygiene when prepping**
Take care of yourself by washing hands or use alcohol hand sanitizer before and after injecting. Clean this area with an alcohol pad before injecting and blot with a dry tissue afterward.
- Take care of your veins**
You can use a VeinNavigator to help find the vein. Make sure the hole in the needle is facing up as you inject. Use your arms and avoid feet, neck, & groin. Switch up veins each day. Remember, scrub the needle, smaller the puncture, and less chance for infection.



Pharmacy Facing



Pharmacy Level Intervention



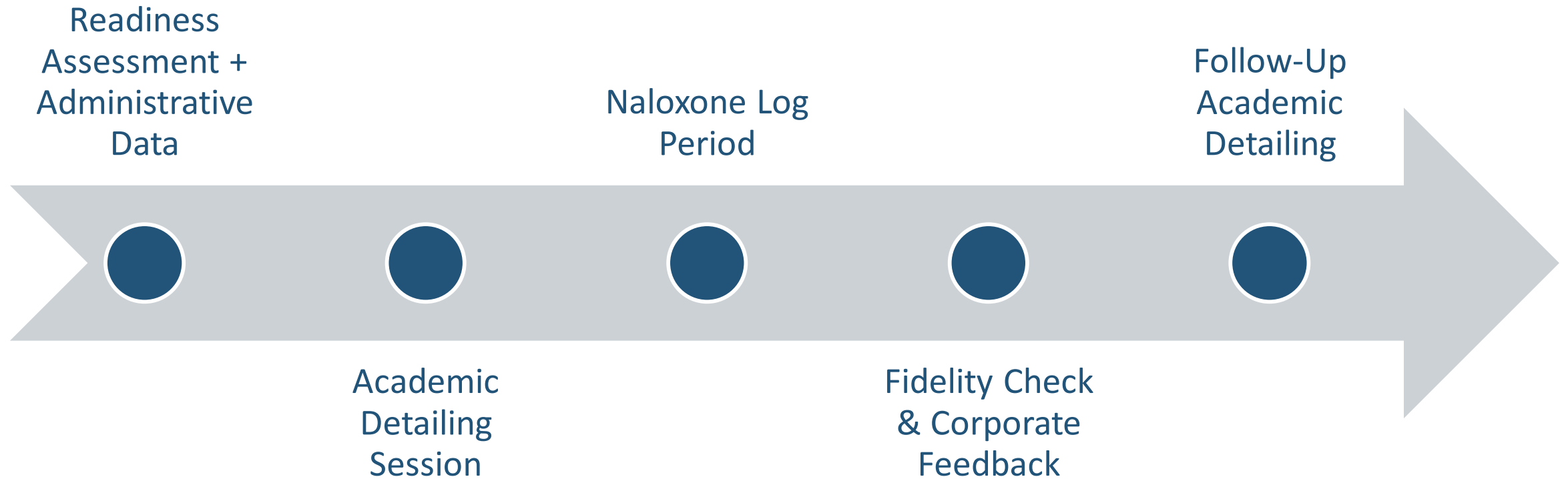
Academic Detailing Session



- **Review R2P materials and discuss best practices with pharmacy staff**
 - Naloxone
 - Buprenorphine/naloxone
 - Non-prescription syringe sales
- **Set-up R2P materials in the pharmacy**
- **Encourage participation in the individual study component**



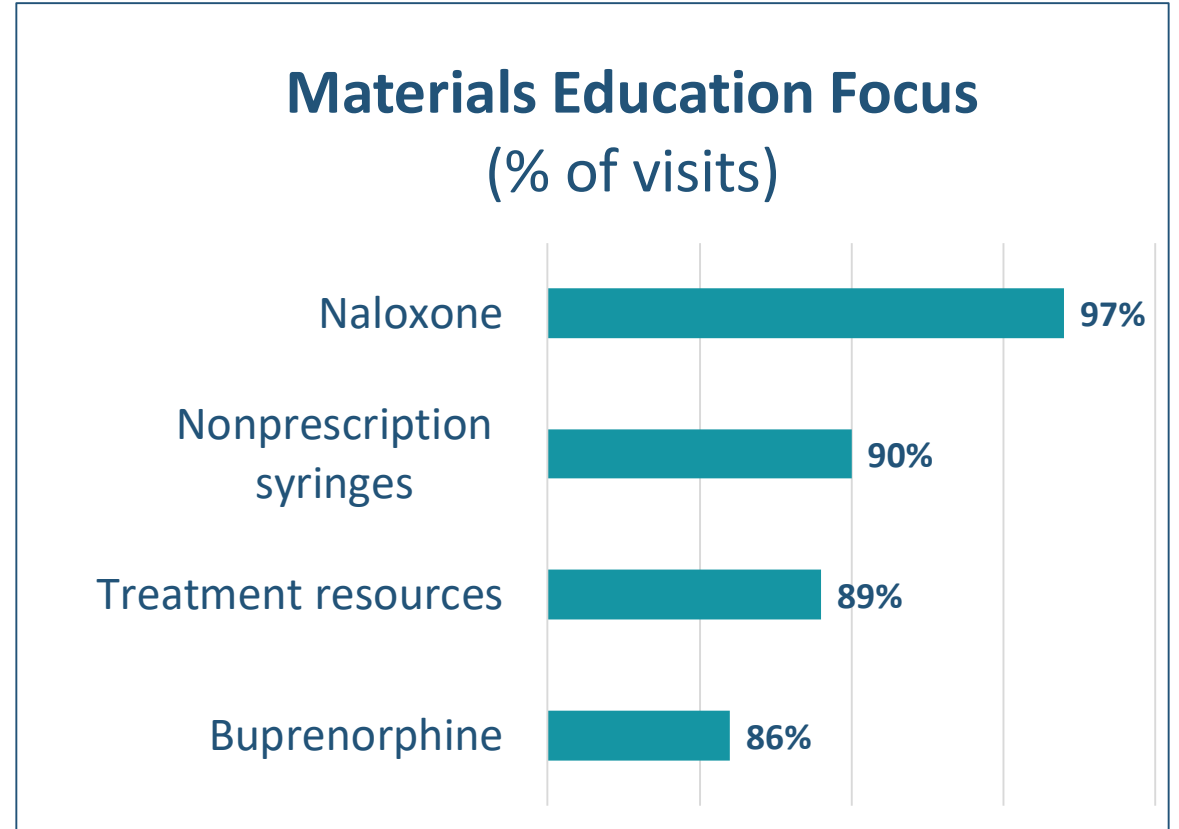
Pharmacy Level Intervention



Academic Detailing Data



- Completed 4 of 5 Waves
- Data through Wave 3
(n = 96 pharmacies)
 - Visits averaged 35 ± 11 min (range 15 – 60 min)
 - 119 pharmacists and 55 other pharmacy staff members have engaged in detailing.



Qualitative Data



Positive feedback from the academic detailing sessions...

*“Friendly, respectful of time and **assessed my level of knowledge in an effort to not waste the very little time I had** rehashing things I was clearly confident in.”*

Changing pharmacist behaviors and attitudes....

*“The courses helped me open up conversation with facts and **information** that I think most patients haven't heard before (such as syringe disposal and safety). It made me more comfortable and remove some of the stigma with naloxone or syringe buying.”*

Challenges



Academic detailing in the community pharmacy setting comes up against distinct challenges.....



Response to Challenges



- **Support from corporate partners**
 - Scheduling assistance
 - Pharmacist traveling with the academic detailers to allow pharmacy staff to step out of the pharmacy workflow.
 - Paying for academic detailing sessions outside of work hours (either in person or by telephone)
- **Academic detailing virtually or by phone**

Conclusions



- **Successful partnerships have been built** with two large pharmacy chains to implement an opioid safety intervention for pharmacists and pharmacy staff.
- **Preliminary data suggests** that academic detailing can positively impact the knowledge and behavior of community pharmacists related to opioid safety.
- Implementation of academic detailing in community pharmacies has **presented distinct challenges.**