

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

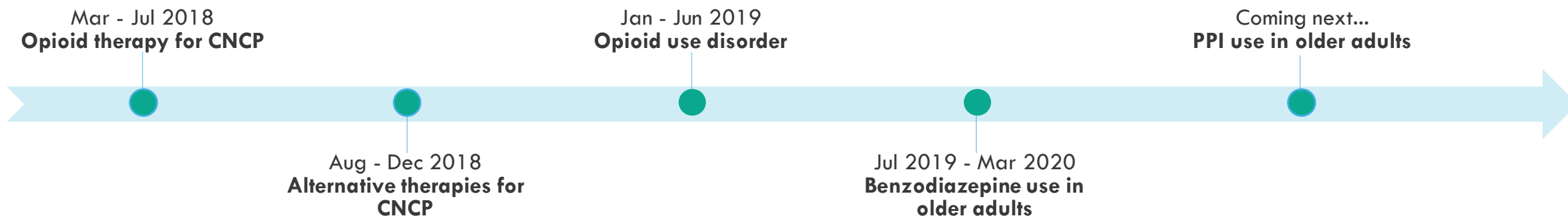
70% participated in 2+ visits

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



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

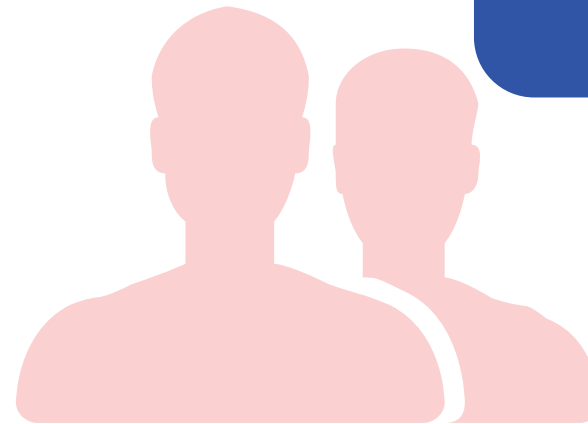


Embed your service in the healthcare network



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?



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

Transition to virtual:

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

Role of the detailers:

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

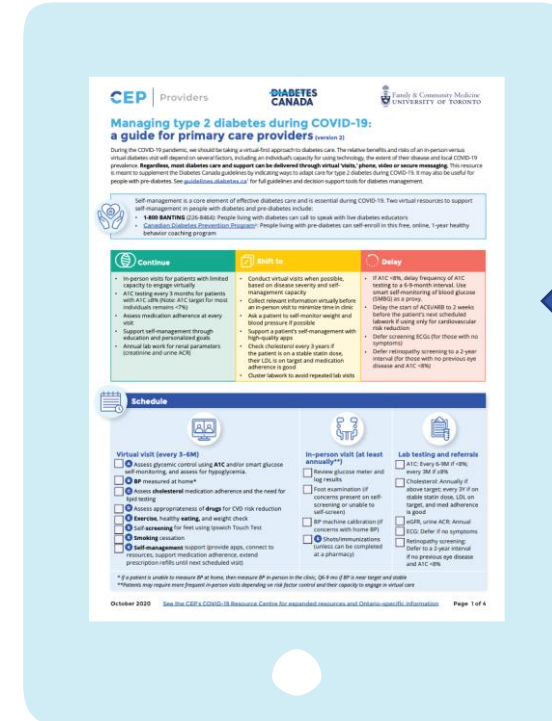
✓ Pivoting to meet emerging needs

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



What strategy could you implement to support the sustainability of your service/program?