

HIV PREVENTION DETAILING IN MICHIGAN IN 2020: A YEAR IN REVIEW

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DISCLOSURE STATEMENT

- I have no conflicts of interest to declare at this time.
- I have no relevant financial or non-financial relationships to disclose.



**Type in a word or phrase to describe your 2020 work year
(i.e. stressful, changed, adaptive, innovative, etc.).**

THE MDHHS HIV PREVENTION DETAILING PROGRAM

- **Academic Detailing for HIV Prevention began in September 2019**
 - Mary Nagy, RN, BSN, MPH.
 - After joining the State, Vishal Kinkhabwala, MD, MPH began detailing part-time.
- **The program's overall focus is increasing access to PrEP throughout the State of Michigan**
 - Increasing provider knowledge of PrEP
 - increasing the number of providers who actively prescribe PrEP in Michigan.



WHAT WE'VE DONE

- **During 2020, MDHHS conducted:**
 - group education sessions
 - 1:1 detailing sessions
 - virtual webinar presentations
 - ongoing TA to several jurisdictions
- Activities occurred primarily in January, February, and March 2020
- Limited activities from end of March until present due to COVID-19



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A DAY IN FLINT, MICHIGAN

Flint is a region of the state with:

- **a higher HIV incidence rate**
- **a small number of PrEP providers**

In January, the Detailing Team had a full day of activities:

- Visits to primary care offices
- With physicians and PAs both interested in prescribing PrEP
- Staff at urgent care centers
- Administration at Hurley Medical Center, a teaching hospital
 - This meeting resulted in scheduling a Grand Rounds case presentation for later in the month.

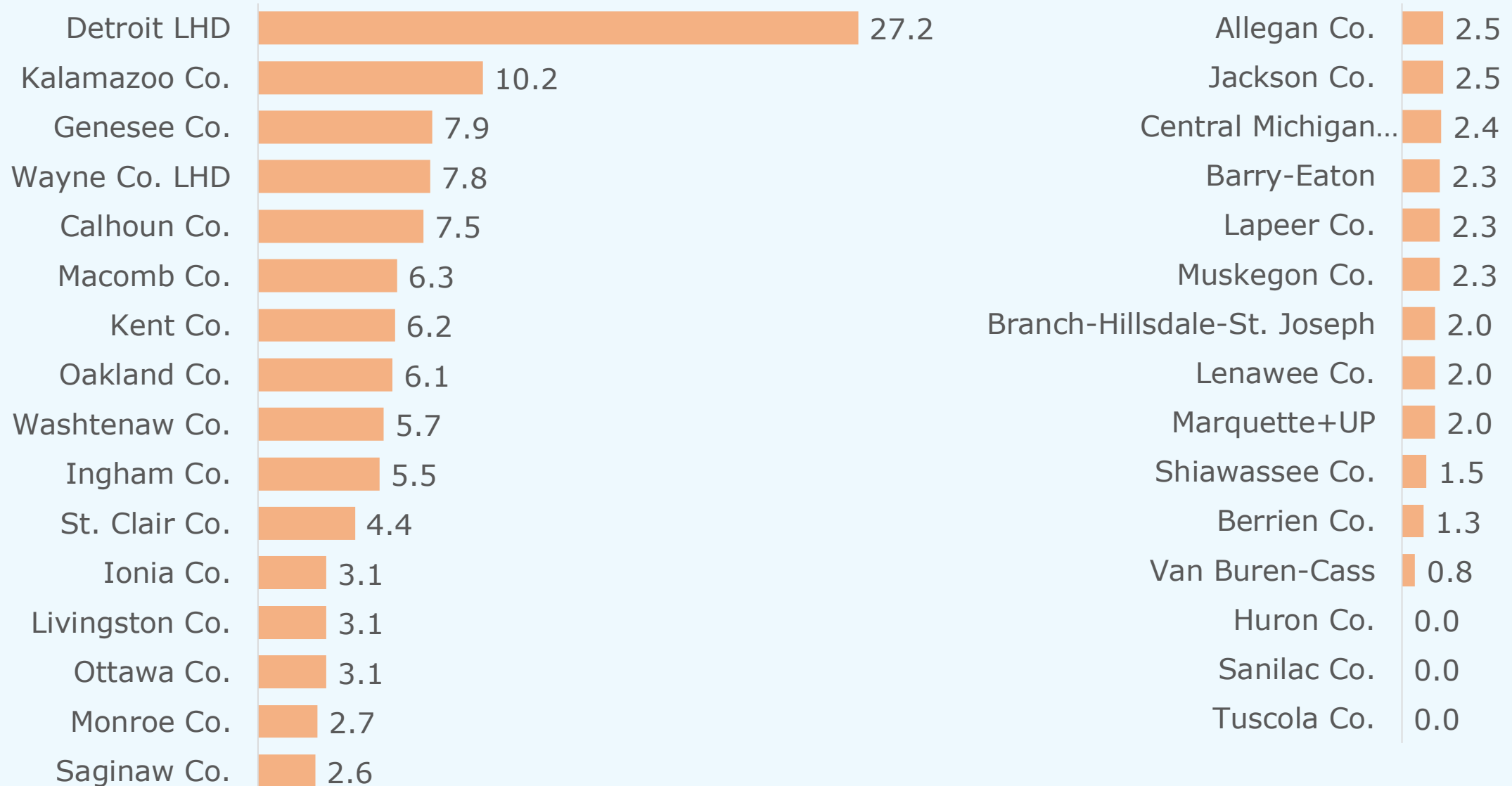


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NEW DIAGNOSIS RATE BY LHD, 2019

https://www.michigan.gov/documents/mdhhs/Michigan_Statewide_HIV_Surveillance_Report-July_2019_660527_7.pdf

New HIV diagnosis rate per 100,000 residents



CLINICAL CASE PRESENTATIONS

- **4 group presentations** given in January and February 2020, including Grand Rounds didactic presentation
- **The presentation was:**
 - Focused on clinical cases highlighting how to identify eligible patients to talk about and prescribe PrEP.
 - Successful in that the residents were able to identify eligible PrEP candidates.
- Residents and program directors were responsive to follow-up, although COVID-19 did not allow for timely follow-up.

DETAILING IN DEARBORN, MICHIGAN

City within Wayne County

- In January, a detailing session was done with primary care provider
 - High HIV incidence rate
 - With a need for more PrEP providers
 - Session was successful, with conversation also about STD management, including herpes
 - Session provided valuable insight on community and provider perceptions of HIV Prevention and sexual health in general



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REFLECTIONS ON 2020

COVID-19 presented a significant challenge for work this year.

- MDHHS Detailers were working full-time on COVID-19 emergency response from March to May 2020, and then part-time from May until the present.
- Provider priorities were shifted to focusing primarily on COVID-19 and have not been fully interested in covering HIV Prevention until the pandemic ends.

REFLECTIONS ON 2020

- **Transition to virtual “e-Detailing”**
 - Due to the pause in HIV Prevention activities, including detailing, the transition to e-Detailing was temporarily paused, but is now progressing smoothly.
- **Everything “PrEP”**
 - MDHHS underwent a staffing change during this time period, which involved me covering everything related to PrEP for the state, including navigation, detailing, education, and new PrEP-related projects.

IN SUMMARY

- Things can change at a moment's notice and last for a while – the importance of flexibility is a real thing!
- There is a need for creativity to continue providing great services.



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WHAT'S NEXT FOR US?

- **Virtual/e-Detailing**

- MDHHS will begin e-Detailing via Microsoft Teams ASAP!
- Our long-term goal is to allow for the option of **both in-person and eDetailing throughout Michigan** when it is safe to do so.
- We are currently **editing materials** to include a new handout comparing **Truvada vs. Descovy**.



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WHAT'S NEXT FOR US?

- Group Presentations

- Upcoming refresher presentation for the IM and Med-Peds Residents at Hurley Medical Center in Flint, MI in December.

- Providing CMEs

- In process of planning to allow providers to receive **Continuing Medical Education credits for attending a detailing session** and completing the pre-session and post-session evaluation surveys.



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WHAT'S NEXT FOR US?

- **Return to Pre-COVID activities**
 - As we continue on into 2021, we hope to continue providing excellent services in Michigan with the same vigor as prior to COVID!



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THANK YOU

- Please feel free to reach out with any questions or for further information.

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