

# NaRCAD2024:

## “Envisioning Our Future: Growth and Innovation in AD”

Content, titles, and times subject to change. More information coming soon.

<b>THURSDAY, NOVEMBER 14, 2024</b>	
<b>8:30 AM</b>	<b>Breakfast &amp; Networking</b>
<b>9:15 AM</b>	<b>NARCAD2024 KICK-OFF</b> <b>“INNOVATIVE BEGINNINGS: SETTING THE STAGE FOR OUR FUTURE IN AD”</b> <i>Join us as we kick off the NaRCAD2024 conference and set the stage for transformative learning and meaningful connections.</i>
<b>9:40 AM</b>	<b>FIELD PRESENTATIONS</b> <b>“LEADING THE WAY: ADVANCED APPROACHES TO AD”</b> <i>Discover cutting-edge insights from presenters as they showcase their AD work.</i>  <b>“Getting Your Foot in the Door: Anything but a Cold Call”</b> <i>Anaid Gonzalez, MSW, Program Manager Research, SIRC, ASU</i> <i>David Watt, Senior Detailer, DISH-AZ</i>  <b>“Examining VA Academic Detailers’ Experiences &amp; Needs in Process Improvement: A MIDAS QUERI &amp; National AD Services Collaboration”</b> <i>Jeremy Sussman, MD, MS, Primary Care Physician, Investigator, VA Ann Arbor, &amp; Faculty at University of Michigan</i>  <b>“Exploring Your Program’s Potential: Increasing Visibility”</b> <i>Dima Cheetany, PharmD, Clinical Pharmacist/Academic Detailer, Illinois ADVANCE</i> <i>Nerissa Caballes, PharmD, MS, CRC, Assistant Director of Medicaid Programs, Illinois ADVANCE</i>
<b>11:00 AM</b>	<b>Morning Break</b>
<b>11:15 AM</b>	<b>SPECIAL PANEL</b> <b>“ADAPTING THE AD MODEL: EXPLORING ALTERNATIVE AUDIENCES, BUILDING SAFER COMMUNITIES”</b> <i>Be inspired by thought leaders in harm reduction as they discuss taking AD programming beyond the clinician audience.</i> <ul style="list-style-type: none"><li>• <i>Adriane Apicelli, MSW, Consultant</i></li><li>• <i>F. Zack Jenio, Program Manager, Bee the Vibe, Mile High Behavioral Healthcare</i></li><li>• <i>Erica Poellot, MDiv, MSW, Executive Director, Faith in Harm Reduction</i></li></ul>
<b>12:30 PM</b>	<b>Lunch</b>
<b>1:45 PM</b>	<b>BREAKOUT SESSIONS</b> <b>“SOLID FOUNDATIONS: ENSURING AD SUCCESS”</b> <i>You’ll leave these small group workshops with new skills and tangible takeaways. Three workshop choices will be offered to in-person attendees and one virtual workshop will be dedicated to livestreamers.</i>  <b>“AD 101: Essential Components for a Successful Frontline Visit”</b>

- Vishal Kinkhabwala, MD, MPH, Manager, Viral Hepatitis DIS Unit, Michigan DHHS
- Jacki Travers, PharmD, Clinical Academic Detailing Pharmacist, PMC

What really happens during a detailing visit? This engaging and interactive session will take a deep dive into the nuances of conducting a successful 1:1 visit. We'll guide you through each step of the process, with opportunities for hands-on learning through small group activities and creative problem-solving. Whether you're new to educational outreach or looking to enhance your existing approach, this session offers valuable tools and actionable tips to foster meaningful connections with clinicians.

**“Harnessing the Power of Transparency, Vulnerability, & Lived Experiences: Enhancing & Building the AD Relationship”**

- Rocko Cook, Program Manager, DISH-AZ
- Ryan Anderson, Academic Detailer, Arizona Department of Health Services
- David Watt, Senior Detailer, DISH-AZ

How can lived experiences shape the work of AD? Our unique life experiences and values add relevance and depth to the AD visits we lead. By sharing personal stories, we can strengthen connections with clinicians and increase the likelihood of them adopting best practices. This session will help participants explore their personal "why," craft their own stories, and learn when and how to share them effectively in AD. We'll offer examples of how to use personal stories to enhance the impact of AD work, providing inspiration and insights for participants.

**“Leaning into Not Knowing: Preventing Panic & Practicing Presence”**

- Debbie Bunka, BSc. Pharm, RxFiles Academic Detailing
- Tahirih McAleer, BSP, Academic Detailer, RxFiles Academic Detailing

Rapid heartbeat, sweaty palms, and a desire to run away? Even with the best preparation, academic detailers often encounter situations where they don't have all the answers. Recognizing these moments and responding effectively is a skill that can be honed. In this session, you'll learn how to embrace uncertainty and develop strategies to handle the unknown with confidence and creativity. Participants will explore practical techniques and leave with a fresh perspective on tackling the unknown in a productive and resourceful way.

**Virtual Option: “Insightful Conversations: Uncovering the Essential Ingredients for Successful AD Visits”**

- Amy McWeeney, MS, PT, Public Health Detailing Specialist, State of NH, Public Health
- Brandon Mizroch, MD, University of Utah SOM Program Manager, Utah AETC

Joining us from outside of Boston? Settle in and connect with our experts as they break down the essential components of a successful 1:1 clinical outreach conversation. Whether you're e-detailing, visiting clinicians in their offices, or just getting started as a new detailer or program staff, this session offers an opportunity to dive into the core concepts that make AD both effective and dynamic. Immerse yourself in learning the strategies that set this approach apart. Get ready to engage and learn from wherever you are.

3:15 PM	<b>Afternoon Break</b>
3:30 PM	<b>FIELD PRESENTATIONS</b> <b>“GLOBAL PERSPECTIVES: LESSONS FROM AROUND THE WORLD”</b> Hear from global presenters as they share their diverse AD program applications that are shaping the future of our field.

	<p><b>“Clinicians’ Perspectives on Learning Outcomes from AD Visits: Comparing In-Person &amp; Virtual Approaches”</b>  <i>Ann-Katrin Berg, RELIS</i></p> <p><b>“Developing the Japan AD Training Program: Bridging Basic Pharmaceutical Science &amp; Clinical Practice”</b>  <i>Masayo Komoda, Japanese Society of Academic detailing, Tokyo University of Science</i></p> <p><b>“What in the EMR? Creating One-Door Access to Primary Care Tools &amp; Supports”</b>  <i>Victoria Burton, BMOS, Manager, Academic Detailing, Centre for Effective Practice</i></p>
<p><b>4:50 PM</b></p>	<p><b>DAY 1 WRAP-UP &amp; EVALUATIONS</b>  <i>Share your thoughts on Day 1 and learn what’s in store for Day 2.</i></p>
<p><b>5:00 – 6:00 PM</b></p>	<p><b>Evening Reception</b>  <i>Join us for drinks and appetizers at the Fairmont Copley Plaza as you network and unwind with colleagues.</i></p>

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FRIDAY, NOVEMBER 15, 2024	
8:30 AM	<b>Breakfast &amp; Networking</b>
9:15 AM	<b>DAY 2 KICK-OFF</b> <b>“UNITING FOR INNOVATION &amp; INSPIRATION”</b> <i>Prepare for another day of learning, exchanging ideas, and networking.</i>
9:30 AM	<b>DR. JERRY AVORN’S ANNUAL AD TALK</b> <i>Join us for the highly anticipated annual talk featuring Dr. Jerry Avorn, the originator and co-founder of NaRCAD.</i>
10:15 AM	<b>Morning Break</b>
10:30 AM	<b>BREAKOUT SESSIONS</b> <b>“ELEVATED LEARNING: ADVANCED AD TOPICS”</b> <i>You’ll leave these small group workshops with new skills and tangible takeaways. Three workshop choices will be offered to in-person attendees and one virtual workshop will be dedicated to livestreamers.</i>  <b>“Smart Data Collection for Better Implementation Planning”</b> <ul style="list-style-type: none"><li>• Mackenzie Rowe, MPH, Senior Program Coordinator, Alosa Health</li><li>• Daniel McMahan, MPH, Program Director, Alosa Health</li></ul> <i>In this hands-on session, participants will learn how to design and utilize data collection strategies that drive better decision-making and more successful program outcomes. Explore key techniques for gathering relevant, actionable data, from selecting the right metrics to using technology and tools for efficient tracking. Whether you’re new to implementation planning or looking to strengthen your approach, this session will provide practical skills and frameworks to inform your AD implementation efforts and evaluation.</i>  <b>“Exploring the Role of Empathy in AD”</b> <ul style="list-style-type: none"><li>• Marlys LeBras, BSP, ACPR, PharmD, Academic Detailer and Information Support Pharmacist, RxFiles Academic Detailing</li><li>• Julia Bareham, BSP, MSc, Pharmacist, RxFiles Academic Detailing</li><li>• Zack Dumont, BSP, ACPR, MSPharm, Clinical Pharmacist, RxFiles Academic Detailing</li></ul> <i>In a world where 1 out of 2 clinicians are struggling with burn-out, how can academic detailers use empathy to build and maintain relationships? This interactive session will explore strategies to cultivate empathy in conversations with clinicians. Through reflection and practical exercises, participants will learn how to recognize where to strategically use empathy. Participants will also have the opportunity to practice an empathic approach while avoiding the sympathy trap. This session will provide detailers with new skills that employ an empathic lens.</i>  <b>“Making it Up as You Go: Using Improv to Enhance Communication”</b> <ul style="list-style-type: none"><li>• Chirag Rathod, PharmD, Clinical Pharmacist, Illinois ADVANCE</li><li>• Jessica Alward, MS, Academic Detailer, State of NH</li></ul>

	<p><i>How can improv and theater techniques transform your communication and teamwork skills? This session will engage participants in unique exercises to hone communication, cognition, and collaboration skills. Each improv activity will target a specific aspect of communication, followed by a debrief to explore how the skills learned can be applied in AD. Participants will leave with a refreshed perspective on communication, ready to engage more effectively with their teams, prescribers, and even themselves. Be sure to dress comfortably – this session is highly interactive and involves a lot of movement!</i></p> <p><b>Virtual Option: “Addressing Stigma by Engaging People with Lived Experience”</b></p> <ul style="list-style-type: none"> <li>• Mary Hightower, Regional Health Specialist, Iowa DHHS</li> <li>• Darla Peterson, Regional Health Specialist, Iowa DHHS</li> <li>• Tami Haught, Co-Executive Director, SERO Project</li> </ul> <p><i>Joining from home or your office? Learn how stigma can create significant barriers to care and understanding in healthcare settings. Through interactive discussions and practical exercises, attendees will explore how to create supportive spaces that elevate patient voices, challenge stereotypes, and promote empathy. This session will equip participants with the tools to integrate patients’ lived experience into their AD practices, ultimately driving positive change and improving health outcomes in their communities.</i></p>
12:00 PM	<b>Lunch</b>
1:15 PM	<p><b>NARCAD ROUNDTABLE</b>  <b>“ENGAGING THE AD COMMUNITY IN REAL-TIME COLLABORATION”</b>  <i>Join the AD community in a hands-on, real-time strategy session, fostering connections and collaboration.</i></p>
2:00 PM	<b>Afternoon Break</b>
2:15 PM	<p><b>FIELD PRESENTATIONS</b>  <b>“BROADENING HORIZONS: DIVERSE CLINICAL TOPICS IN AD”</b>  <i>Explore detailing campaigns addressing various clinical topics as field experts share highlights from their work.</i></p> <p><b>“Enhancing Inclusive Healthcare for People Who Are Gender-Expansive: AD as a Catalyst for Change”</b>  <i>Ryan Anderson, Academic Detailer, Arizona Department of Health Services</i></p> <p><b>“Improving Clinical Practice: AD for Effective Use of GLP-1 Agonists”</b>  <i>Maisha Draves, MD, MPH, Medical Director of Pharmacy, The Permanente Medical Group</i></p> <p><b>“Advancing Addiction Treatment Through AD: Best Practices &amp; Strategies”</b>  <i>La-Tricia Gordon, RN, CARN, Academic Detailer, Rutgers Medications for Addiction Treatment Center of Excellence</i></p>
3:35 PM	<p><b>“SHOUT-OUTS AND CELEBRATIONS: VALUING OUR WORK AND EACH OTHER”</b>  <i>Recognize and appreciate the contributions and collaborations of our AD community as we get excited for 2025 and beyond.</i></p>
4:00 PM	<p><b>WRAP-UP &amp; EVALUATIONS</b>  <i>Share your thoughts on the conference and bid farewell until next year!</i></p>

**4:15 PM**

**ADJOURNMENT**