

NaRCAD2024:

“Envisioning Our Future: Growth and Innovation in AD”

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

THURSDAY, NOVEMBER 14, 2024	
8:30 AM	Breakfast & Networking
9:15 AM	NARCAD2024 KICK-OFF “INNOVATIVE BEGINNINGS: SETTING THE STAGE FOR OUR FUTURE IN AD” <i>Join us as we kick off the NaRCAD2024 conference and set the stage for transformative learning and meaningful connections.</i>
9:40 AM	FIELD PRESENTATIONS “LEADING THE WAY: ADVANCED APPROACHES TO AD” <i>Discover cutting-edge insights from presenters as they showcase their AD work.</i> “What’s the DISH: Multifaceted and Creative Approaches in Acquiring New Academic Detailing Clients” <ul style="list-style-type: none">• Anaid Gonzalez, MSW, Program Manager Research, SIRC, ASU• David Watt, Senior Detailer, DISH-AZ “Exploring VA Academic Detailers’ Experiences and Needs in Process Improvement: A MIDAS QUERI and National Academic Detailing Services Collaboration” <ul style="list-style-type: none">• Jeremy Sussman, MD, MS, Primary Care Physician, Investigator, VA Ann Arbor, & Faculty at University of Michigan “Exploring Your Program’s Potential: Increasing Your Visibility through Better Marketing” <ul style="list-style-type: none">• Dima Cheetany, PharmD, Clinical Pharmacist/Academic Detailer, Illinois ADVANCE• Nerissa Caballes, PharmD, MS, CRC, Assistant Director of Medicaid Programs, Illinois ADVANCE
11:00 AM	Morning Break
11:15 AM	SPECIAL PANEL “ADAPTING THE AD MODEL: EXPLORING ALTERNATIVE AUDIENCES, BUILDING SAFER COMMUNITIES” <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">• Consultant perspective: Adriane Apicelli, MSW, Consultant• Drag artists: F. Zack Jenio, Program Manager, Bee the Vibe, Mile High Behavioral Healthcare• Faith leaders: Erica Poellot, MDiv, MSW, Executive Director, Faith in Harm Reduction
12:30 PM	Lunch
1:45 PM	BREAKOUT SESSIONS “SOLID FOUNDATIONS: ENSURING AD SUCCESS”

	<p>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.</p> <p>“AD 101: The Key Ingredients for a Successful Frontline Visit”</p> <ul style="list-style-type: none"> • Vishal Kinkhabwala, MD, MPH, Manager, Viral Hepatitis DIS Unit, Michigan DHHS • Jacki Travers, PharmD, Clinical Academic Detailing Pharmacist, PMC <p>“Harnessing the Power of Transparency, Vulnerability, and Lived Experiences to Enhance and Build the Academic Detailing Relationship”</p> <ul style="list-style-type: none"> • Rocko Cook, Program Manager, DISH-AZ • Ryan Anderson, Academic Detailer, Arizona Department of Health Services <p>“Leaning into Not Knowing: Preventing Panic & Practicing Presence”</p> <ul style="list-style-type: none"> • Debbie Bunka, BSc. Pharm, RxFiles Academic Detailing • Tahirih McAleer, BSP, Academic Detailer, RxFiles Academic Detailing <p>Virtual Option: “Great Conversations: Understanding the Key Ingredients for Successful Frontline Visits”</p> <ul style="list-style-type: none"> • Amy McWeeney, MS, PT, Public Health Detailing Specialist, State of NH, Public Health • Brandon Mizroch, MD, University of Utah SOM Program Manager, Utah AETC
3:15 PM	Afternoon Break
3:30 PM	<p>FIELD PRESENTATIONS</p> <p>“GLOBAL PERSPECTIVES: LESSONS FROM AROUND THE WORLD” Hear from global presenters as they share their diverse AD program applications that are shaping the future of our field.</p> <p>“How do GPs Themselves Perceive their Learning Outcomes from AD, In-Person or Virtual?” Ann-Katrin Berg, RELIS</p> <p>“Development of the Japan Academic Detailing Training Program to Link Basic Pharmaceutical Science to Clinical Practice” Masayo Komoda, Japanese Society of Academic Detailing, Tokyo University of Science</p> <p>“What in the EMR? Creating One-Door Access to Primary Care Tools & Supports” Victoria Burton, BMOS, Manager, Academic Detailing, Centre for Effective Practice</p>
4:50 PM	<p>DAY 1 WRAP-UP & EVALUATIONS Share your thoughts on Day 1 and learn what's in store for Day 2.</p>
5:00 – 6:00 PM	<p>Evening Reception Join us for drinks and appetizers at the Fairmont Copley Plaza as you network and unwind with colleagues.</p>

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FRIDAY, NOVEMBER 15, 2024	
8:30 AM	Breakfast & Networking
9:15 AM	DAY 2 KICK-OFF “UNITING FOR INNOVATION AND INSPIRATION” <i>Prepare for another day of learning, exchanging ideas, and networking.</i>
9:30 AM	DR. JERRY AVORN’S ANNUAL AD TALK <i>Join us for the highly anticipated annual talk featuring Dr. Jerry Avorn, the originator and co-founder of NaRCAD.</i>
10:15 AM	Morning Break
10:30 AM	BREAKOUT SESSIONS “ELEVATED LEARNING: ADVANCED AD TOPICS” <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> “Smart Data Collection for Better Implementation Planning” <ul style="list-style-type: none">• Mackenzie Rowe, MPH, Senior Program Coordinator, Alosa Health• Daniel McMahon, MPH, Program Director, Alosa Health “Nurturing Open Minds: Strategies to Facilitate Openness in Ourselves and Drive Change in Academic Detailing” <ul style="list-style-type: none">• Marlys LeBras, BSP, ACPR, PharmD, Academic Detailer and Information Support Pharmacist, RxFiles Academic Detailing• Julia Bareham, BSP, MSc, Pharmacist, RxFiles Academic Detailing• Zack Dumont, BSP, ACPR, MSPHarm, Clinical Pharmacist, RxFiles Academic Detailing “Making it Up as You Go: Using Improv to Enhance Communication” <ul style="list-style-type: none">• Chirag Rathod, PharmD, Clinical Pharmacist, Illinois ADVANCE• Jessica Alward, MS, Academic Detailer, State of NH Virtual Option: “Encouraging Clinician Inclusivity: AD for Stigmatized Topics” <ul style="list-style-type: none">• Mary Hightower, Regional Health Specialist, Iowa DHHS• Darla Peterson, Regional Health Specialist, Iowa DHHS• Tami Haught, Co-Executive Director, SERO Project
12:00 PM	Lunch
1:15 PM	NARCAD ROUNDTABLE “ENGAGING THE AD COMMUNITY IN REAL-TIME COLLABORATION”

	<i>Join the AD community in a hands-on, real-time strategy session, fostering connections and collaboration.</i>
2:00 PM	Afternoon Break
2:15 PM	<p>FIELD PRESENTATIONS</p> <p>“BROADENING HORIZONS: DIVERSE CLINICAL TOPICS IN AD” <i>Explore detailing campaigns addressing various clinical topics as field experts share highlights from their work.</i></p> <p>“AD for Gender-affirming Care” <i>Ryan Anderson, Academic Detailer, Arizona Department of Health Services</i></p> <p>“Exploring the Impact of AD for GLP-1” <i>Maisha Draves, MD, MPH, Medical Director of Pharmacy, The Permanente Medical Group</i></p> <p>“Promoting Better OUD Treatment: AD Success for Addiction Treatment” <i>La-Tricia Gordon, RN, CARN, Academic Detailer, Rutgers Medications for Addiction Treatment Center of Excellence</i></p>
3:35 PM	<p>“SHOUT-OUTS AND CELEBRATIONS: VALUING OUR WORK AND EACH OTHER” <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>WRAP-UP & EVALUATIONS <i>Share your thoughts on the conference and bid farewell until next year!</i></p>
4:15 PM	ADJOURNMENT