



**Canadian
Deprescribing
Network**

The Impact of Academic Detailing to Support Deprescribing in the Nursing Home

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Medications are important

- Treat symptoms
- Reduce harm from chronic-diseases
- Reduce mortality



NEWS

‘IF MEDICINE HARM WAS A CHRONIC DISEASE IT WOULD ALREADY BE A NATIONAL HEALTH PRIORITY.’



SHESHTYN PAOLA 31/01/2019



Dr. Chris Freeman, President, Pharmaceutical Society of Australia (PSA)



Medication Overload: America's Other Drug Problem

**How the drive to prescribe
is harming older adults**

April 2019

Lown Institute

January 2020: The Low Institute launches a *U.S. National Action Plan to Eliminate Medication Overload*

Eliminating
Medication Overload:
A National Action Plan



Adverse Drug Events (ADEs)



5 million older adults sought
medical attention for ADEs in 2018

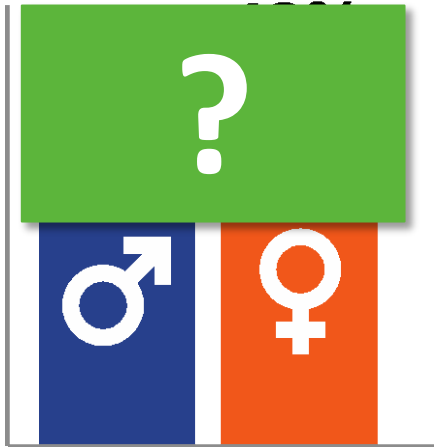


750 hospitalizations every day due
to ADEs in older adults



\$62 billion in unnecessary
hospitalizations over 10 years

Medication use by Canadian Seniors



**over 65
years old**

Potentially
Inappropriate
Meds



\$419 Million



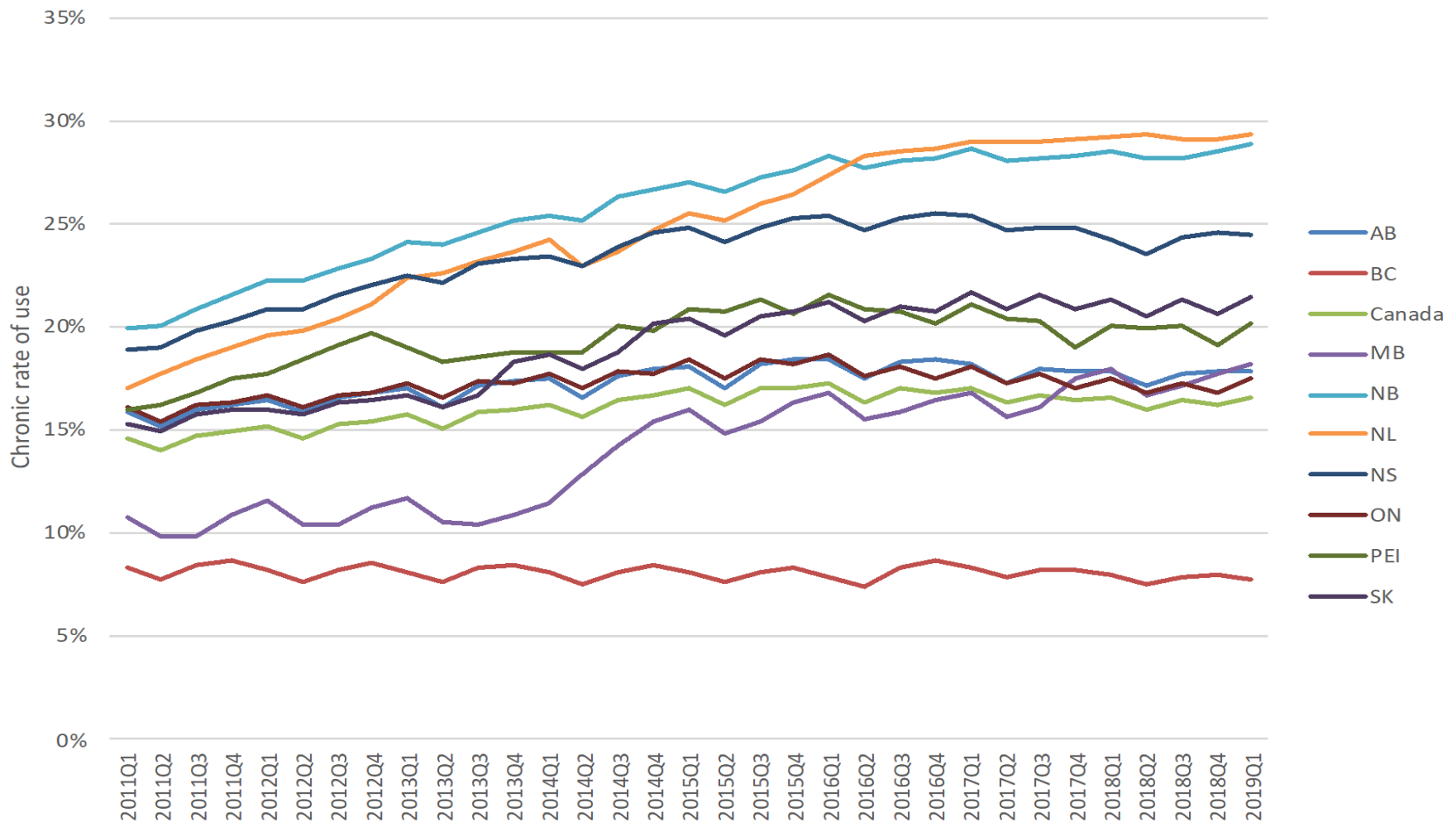
\$1.4 Billion



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Inappropriate medication use continues to increase

Chronic rate of use of PPIs among Canadian Seniors (2011-2019)



What can we do?

- ✓ Structured medication reviews
- ✓ Plan for rebound symptoms/withdrawal
- ✓ Communication between hospital and primary care
- ✓ Education: Patients (EMPOWER), Clinicians

What about academic detailing?



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Keep in touch!



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Questions for after presentation

- Scale-up requires RE-AIM, “Reach, Effectiveness, Adoption, Implementation, Maintenance”
 - Effectiveness/Generalisability: Did this work for *you* and can it work for *others*?
 - Adoption: how did you get all the onboard with this?
 - Reach: can we get others involved?
 - Sustainability: PPIs? new drugs?
 - Implementation: automation?
- Can you discuss the balance is between providing the clinical support to deprescribe Vs providing the learning opportunity that will drive the behaviour change practice for future prescribing?
- Discuss the importance of trust

