

Anna: *You're listening to Changing Minds: Transformative Talks for Healthcare Improvement. Grab a coffee or tea and join our team as we chat with leaders in the academic detailing space. For more information on academic detailing, visit us at narcad.org.*

Anna: Hello, everyone. Welcome back to our podcast, *Changing Minds*. I'm your host, Anna Morgan Barsamian, and I'm joined by a wonderful detailer from Broward County, Florida today, Alexandria Stevenson. Alex, welcome. Thank you so much for being here today. How are you doing?

Alex: Thank you. I'm doing well. Thank you for having me.

Anna: Let's jump right in. What are the primary health issues or conditions that academic detailing in Broward County is focusing on right now?

Alex: So the primary health issue that our program is focused on is opioid safety and overdose prevention. Our program is funded by the Centers for Disease Control and Prevention, CDC, and the Overdose Data to Action Local Grant, and we work to provide up-to-date information on opioid prescribing guidelines, as well as patient education materials to all of our Broward County clinicians. With the Florida Department of Health in Broward County, our program attends a lot of community events and health fairs as well, along with our other community health programs, and we share all these educational materials, including opioid safety and overdose prevention. We also talk about stigma and harm reduction education.

Additionally, at our main location and one of our other satellite locations here in Broward County, we are also giving out free naloxone kits that are available, and that information we also provide to our community when we visit our providers, also when we do our community events. We have one in Fort Lauderdale and one in Pompano Beach, and I've had a lot of interest from providers who think that this is great and, you know, when we visit their offices, they always want us to leave these flyers with the locations there for, you know, so they can give it to all of their patients.

Anna: Awesome. Yeah, I know that you've had some great success with your academic detailing program down in Florida. How else has academic detailing in Broward County contributed to public health improvements in your community?

Alex: Well, since our program got really off the ground in 2021, our detailers have been meeting with clinicians both in person, virtually, by phone. One of the first issues that our team actually identified was that a lot of our providers needed training, especially in terms of using the prescription drug monitoring program here in Florida called e-Force, but they often cannot make the in-person trainings.

They might be, like, you know, in person once a month somewhere in the state, and Florida is a pretty big state, long state, so we worked to find ways to meet not only with the providers by phone and virtually, but also making these trainings more accessible. So working with our Florida PDMP Foundation, we were able to link providers to a virtual course that offered the continuing medical education credits and was super helpful for our clinicians who were interested in the information, but as I said, were unable to make the in-person training due to their clinic schedules through the week.

We also partnered with the PDMP Foundation, as well as our Florida Department of Health in Palm Beach County, just to the north of us last year, to bring in-person PDMP training to

providers. It was a joint effort between Broward and Palm Beach. We met in the middle at one of the local universities here.

Anna: Awesome. I love the collaborations that you've done with other communities in your area. Can you share any specific success stories from Broward County that highlight the impact of academic detailing? They can be your own success stories with your detailing visits or your colleagues' success stories, as well.

Alex: Yeah, there's one that I have that I find, you know, very useful, especially when I'm talking to other providers. So I visited one provider whose practice was very close to one of our locations where we're giving out the free Narcan, and they were so excited that we were giving it out. So in between the first visit I did and the follow-up, they had actually gone to that location and they picked up some Narcan, and I guess they had a really great experience. Our staff there was super welcoming. I didn't even know that they were going to go visit. You know, I tell all the providers that we have it, but you know, they don't always use our services.

So when I spoke to her at the follow-up, she was so excited to tell me that it was so easy. She had been able to do it on her lunch break even in between seeing patients. And so in turn, I've used that experience to let other providers know that it's a super quick and easy process, both for providers who are interested in having some for themselves for personal use or to keep on hand, but also so that they can let their patients know that, "hey, yeah, like this is a really quick and easy process and you can get free Narcan."

I've also had instances in my team as well where we've met really great providers who are so knowledgeable and passionate about various topics surrounding pain management and opioids and just really, really great people, really great providers in our community. And our detailing team has reached out to some of these providers to host webinars on different topics. We've had a number of webinars in the last year on buprenorphine and on non-opioid pain management. They bring case studies in and it's really just doctors talking to their fellow peers. And it's a really great, really great environment in those webinars.

Anna: It sounds like you have some amazing, I'd call them clinician champions in your network, that have really helped your program develop over the years.

I want to switch gears for a moment and talk about some challenges. What are some of the challenges you've faced while implementing your academic detailing program in Broward? Again, whether those are your own personal challenges or your team's challenges with implementing the program?

Alex: Yeah, well, the pandemic started right as our program was getting started, right when we were awarded this grant. I didn't begin the program as a detailer, so there was a lot of learning and reading and planning when I did come as a detailer. But our first team of detailers really established the foundation for our current team. The initial challenge, I'd say, was getting out there. You know, they'd never done that before.

We were all new to the program, but they were able to really get a lot of help. I know you guys at NaRCAD were super helpful with the trainings and helping them get out there in the field. Our team was able to start with a lot of virtual meetings and phone calls.

Our team really laid the groundwork for e-detailing, which of course we still offer, though many providers that I visited really recently prefer face-to-face. Academic detailing, though, is all about quick reactions and identifying needs. So, you know, I think initially it was kind of

how to bring what we wanted to say to providers while adapting to various challenges in the last few years.

Anna: Definitely. And I mean, e-detailing or virtual detailing is still very common even after COVID, but we have been seeing programs go back to in-person because clinicians really do appreciate that. And it's helpful to see a person in the flesh to provide detailing visits. Thanks for sharing those insights, Alex.

I have another question for you that relates to community building. What local organizations or institutions are partnering with your AD efforts in Broward County?

Alex: Well, our program has been so fortunate because our Broward County Department of Health, they already had so many existing relationships and partnerships with different organizations and community partners that we could connect with as well. In 2020, when our program began, you know, we were primarily doing virtual meetings and visits, but thankfully our first detailers had a lot of great success with local clinicians that they scheduled with virtual visits and, you know, talked to over the phone.

They were also organizing webinars for providers and virtual presentations for students. So, yeah, our partnerships include different local entities, the Broward County Sheriff's Office, local hospital networks, fire rescue, and police departments in our cities, as well as a lot of non-profit organizations that really help those using substances find resources. And of course, many programs and organizations that are offering naloxone and connection to other resources and help.

Anna: Broward County seems like it is so connected. You really had this foundation that you could build your academic detailing program off of, which is, you know, something that not all communities have. So, it's nice to see that you've leveraged those relationships as a team.

Are there any new initiatives or areas of focus that you're particularly excited about for the Broward team?

Alex: Yeah, we're so lucky. We have so much, we're pretty urban county. We have so much going on. So, meeting with our community partners, you know, we're always looking to find new ways to get that information out there on opioid safety and overdose prevention. So, recently I actually worked with one of our local community partners to, we were actually contacted to do a presentation on opioid safety for construction workers. And our community partners were providing free Narcan and talking about how to administer it.

And we were also there talking a little bit about, you know, the history of the epidemic, substance use disorder, and just various topics along with the Narcan as well. But it's so great bringing this information to professionals outside of the healthcare field. Because, you know, when you're detailing clinicians, you're very focused on providing them information. It's a very scientific and clinical topic when you're talking about Naloxone and co-prescribing dosing and PDMP and all that. So, you know, you expect them to understand certain parts or be familiar with opioids. But with these types of presentations, it's really a great way to put the story together for an audience who really might not be familiar with how overprescribing led to substance use or leads to it and misuse of opioids.

And they might not know about Narcan, that we have it available, that it's free in some cases or how to use it. So, often I'll hear comments and stories from attendees at our presentations or at community events about someone they know or someone who's, you know, maybe I explained something and it changed their way of thinking about it. And that's my goal,

honestly, with this whole job, with the community events, with detailing, that's my goal is really speaking to the people, whether they be clinicians that I'm detailing or the general public.

I really just want people to understand, you know, more about opioids, hopefully to get people talking about it, dismantling the stigma and learning about harm reduction initiatives and, you know, how successful they can be. And of course, learning about Naloxone.

Anna: Definitely. A lot of programs we've been working with have gone beyond the clinician audience with their detailing efforts. So, it's so exciting to hear, this is the first time I've heard a program working with construction workers. Did you find that the audience was receptive to the detailing? It sounds like they were, but are you going to go back for another visit or what does the future look like with this audience?

Alex: Yeah, so we were actually contacted by their safety coordinator to do this presentation and to bring them Narcan. So, they were very receptive to, of course, getting the Narcan, learning how to use it. You know, they had a lot of questions for us, both organization kind of took turns answering about Naloxone, about opioids, so, yeah, I think it's really good for, honestly, any workplace to get these kinds of presentations and information. We'll definitely be going back. We're always looking for new areas, you know, to bring this in, this kind of information. And, yeah, we're really excited for the next year. Well, fiscal year just started, so it's the new year.

Anna: Yes, it's the new year for you. Awesome. Is there anything else that you'd like to share with our listeners before we wrap up today?

Alex: I just want to say learning about academic detailing, learning about opioid safety and overdose prevention, really entering this realm, I think, has really just solidified the fact that public health is such a collaborative area. There's so much you can do to work with your community, with your co-workers, your other programs. We're all about saving people, making sure that they're healthy, and just allowing people to live their fullest lives.

Anna: Well said, Alex. I agree. Wholeheartedly. It's been an absolute pleasure having you on the show today, and we want to thank you so much for sharing about your program and the work being done in Broward. We look forward to catching up with you in the future, and I hope you have a wonderful day. Thank you so much again.

Alex: Thank you for having me!

Anna: Of course.