

# ACADEMIC DETAILING: A TOOL TO PROMOTE OPIOID STEWARDSHIP

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“There is some poetic justice...in using the same kind of marketing approach to disseminate helpful evidence-based information, as some [drug] companies were using...to disseminate less helpful and occasionally distorted information.”

*-- Dr. Jerry Avorn, Harvard Medical School*

## ACADEMIA

Clinicians travel for training, or training takes place online

Didactic

Data-driven, but not visually engaging

Does not engage clinician perspective

Evaluation is minimal

Goal is to impart knowledge

VS

## PHARMACEUTICAL

Rep travels to clinician, trainings take place in person

Interactive

Data-driven, visually engaging

Engages clinician perspective

Outcome evaluations are measured

Goal is to change behavior

# ACADEMIC DETAILING PROJECT IN CALIFORNIA

↓ Target high prescribers and high volume pharmacies

Goal: safe opioid prescribing, opioid addiction treatment, and naloxone prescribing

↓ 5 trainings across the state to date

← Delivered in person over 1.5 days

← Objective to produce detailers ready to conduct detailing visits

← Ongoing technical assistance and data support



# Academic Detailing for Opioid Stewardship Training

July 31, 2018

## Agenda

- 12:00 - 12:30pm** Welcome+ Introductions
- 12:30 - 2:30pm** Review of "Opioid Stewardship and Chronic Pain: A Guide for Primary Care Providers"  
Phillip Coffin, MD, MIA, San Francisco Dept of Public Health
- 2:30 - 2:45pm** Break
- 2:45 - 4:00pm** Answering Difficult Questions - Interactive Detailing  
Phillip Coffin, MD, MIA, San Francisco Dept of Public Health  
James Gasper, PharmD, BCPP, CA Dept of Health Care Services
- 4:00 - 5:00pm** San Francisco Pilot Study  
Emily Behar, MS San Francisco Department of Public Health

- 9:00 - 10:15am** Review of "Opioid Safety: Focus on Furnishing Naloxone: A Guide for California Community Pharmacists"  
James Gasper, PharmD, BCPP, CA Dept of Health Care Services
- 10:15 - 10:30am** Break
- 10:30 - 11:15am** The Theory of Academic Detailing  
Emily Behar, MS San Francisco Department of Public Health
- 11:15 - 12:15pm** Detailing Practice in Groups & Debrief
- 12:15 - 1:15pm** Lunch Break
- 1:15 - 2:00pm** Accomplishing A Visit from Start to Finish  
Emily Behar, MS San Francisco Department of Public Health
- 2:00 - 3:30pm** **Break Out 1: Filmed Detailing**  
Phillip Coffin, MD MIA San Francisco Dept of Public Health  
James Gasper, PharmD, BCPP, CA Dept of Health Care Services
- Break Out 2: Individualized Process Measure and Evaluation Plans**  
Steve Wirtz, PhD California Dept of Public Health  
Elizabeth Jones, California Dept of Public Health
- 3:30 - 4:30pm** Facilitated Open Discussion
- 4:30 - 5:00pm** Brief Evaluation

# Opioid Stewardship and Chronic Pain

A GUIDE FOR PRIMARY CARE PROVIDERS



PAIN MANAGEMENT

SAFE PRESCRIBING

BUPRENORPHINE

NALOXONE

# COMPANION TO PRESCRIBER MATERIALS

## Opioid Safety: Focus on Furnishing Naloxone

A GUIDE FOR CALIFORNIA COMMUNITY PHARMACISTS





# EXPERIENCE OF AN ATTENDEE

- Review of evidence based materials
- Collaboration of many health professionals
- Mock detailing sessions to build confidence
- Continued follow up with fellow detailers

# DESCRIPTION OF A VISIT

- Prescriber Detailing
  - Determine amount of time available
  - Set agenda early
  - Tailor message based on prescribing practices and prescriber feedback
- Pharmacist Detailing
  - Determine amount of time available
  - Focus on pharmacist's knowledge of naloxone and willingness to prescribe

# MOCK DETAILING SESSION