PERSONALIZED ACADEMIC DETAILING
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Outline
• Define Academic Detailing (AD)
• Define Personalized Academic Detailing (PAD)
• Describe the PAD program in the Hamilton, McMaster & Stonechurch Family Health Teams

Academic Detailing
• Type of continuing education in which a trained healthcare professional meets with a healthcare professional in their practice setting to provide one-on-one evidence-based information with the intent of optimizing their practice
• 15-20 minute session
• Person delivering the information is not from the same practice site as the clinician
• Material is “generic”

Benefits of Academic Detailing
• Positive effects in changing physician prescribing practices
• Positive patient outcomes
• Increased knowledge
• Evidence-based

Personalized Academic Detailing
• Merge the role of the pharmacist (PHM) in primary care or Family Health Team (FHT) & the academic detailer

AD vs. PAD

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<tr>
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<th>Conventional AD</th>
<th>Personalized AD</th>
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<tbody>
<tr>
<td>Academic Detailer</td>
<td>Academic Detailer does not work directly with the clinician</td>
<td>Pharmacist works with the healthcare team</td>
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<td>1-2 visits per year per topic</td>
<td>PHM work in the office at least once weekly. Professional relationship is more readily established</td>
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<td>Academic Detailer provides evidence-based information that is generic, not patient specific</td>
<td>Evidence provided can be patient specific or generic</td>
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<td></td>
<td>Answer Drug Information (DI) questions</td>
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<td>Clinicians can refer pts to PHMs</td>
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PAD in Family Health Teams

- November 2007
  - 8 FHT PHMs trained in Academic Detailing
- January 2008 – Smoking Cessation (SC)
- February 2008
  - 8 PHMs trained in detailing SC to MDs & NPs
  - 63 MDs
  - 13 NPs
  - RxFiles handout

Key Messages

1. Refer patients to PHM for smoking cessation
2. Nicotine Oral Inhaler is available OTC
3. Combination therapy
   1. Bupropion + NRT
   2. Nicotine Patch + inhaler/gum
4. Nortriptyline can be used for smoking cessation
5. Caution use of Varenicline in patients with psychiatric disorders & monitor for mood changes

To date...

- 8 AD trained PHMs (5.8 FTE) detailed:
  - 51/63 MDs (81%)
  - 9/13 NPs (69%)
- Average time for 1 AD session = 19 minutes
- 106 referrals for smoking cessation

Anecdotal Feedback

- Handout, topic selection
- NPs take a bit longer than MDs
- Surprise (and relief?) from some MDs about referring pts to PHMs for consultation
- Rapid uptake of recommendations from PHMs
- High No-Show Rate
- Comments:
  - “Thanks. This is great. I found the exercise very useful and motivating”

Future Considerations

- Non-prescribers – RNs, RDs, social worker, etc
- Group presentations vs. One-on-One
- Steering committee – MDs, NPs, RNs, RDs, PHMs, other stakeholders?, etc
- MAINPRO-M1 Accreditation
- Quantitative Analysis? Surveys?
- Future topics

Summary

- Personalized Academic Detailing is potentially important in:
  - Providing evidence-based information to the clinicians and applying it to the patients
  - Building a relationship with the clinician
  - Changing prescribing practices
  - Providing a positive impact on the team
"That's the third smoker we've lost this week."