

# National Resource Center for Academic Detailing



# Overview

- Background on academic detailing
- NaRCAD origins
- NaRCAD services
- Next steps

[www.narcad.org](http://www.narcad.org)    [narcad@partners.org](mailto:narcad@partners.org)



# The goal of academic detailing

- **To close the gap between**

- the best available evidence
- actual clinical practice

- **...so that clinical decisions are based only on the most current and accurate evidence on:**

- efficacy
- safety
- cost-effectiveness



# Academic detailing

- Synthesizes up-to-date evidence about **comparative** efficacy, safety, and cost-effectiveness of commonly used therapies
- Content independently created
- Academic detailers provide information interactively, to health care providers in one-on-one settings.
- Uses principles of social marketing to gain commitment to behavior change



# The beginning of academic detailing

- Developed in early 1980's
  - “un-ads” for physicians with clinical background and specific prescribing recommendations
  - patient educational materials
- Effective from the start
  - 92% MD acceptance rate from ‘cold calls’ to physicians
  - Significant 14% reduction in inappropriate prescribing
    - Avorn & Soumerai, NEJM 1983

# Where academic detailing is now

(partial listing)

## USA

- Initiatives in various states
  - **California**
  - **Connecticut**
  - **District of Columbia**
  - **Idaho**
  - **Louisiana**
  - **Maine**
  - **Massachusetts**
  - **New York**
  - **Oregon**
  - **Pennsylvania**
  - **South Carolina**
  - **Vermont**

## World

- **Australia**
- **Canada**
- **Netherlands**
- **New Zealand**
- **Portugal**
- **Sweden**
- **United Kingdom**



# Current status of the evidence

- Evaluated extensively over the last 25 years
- Large evidence base confirms efficacy
  - A large systematic review in 2007 combined 69 studies and confirmed efficacy of AD
    - O'Brien MA, Rogers S, et al. Cochrane, Database of Systematic Reviews 2007
- However, quality of execution dramatically impacts effectiveness

# Flexible uses of academic detailing

- Improve knowledge
  - new guidelines
  - health threats
- Change in treatment
  - more effective/cost effective or safer
  - decrease overuse
- Improve patient education
  - use of materials
  - communication of vital information
- Increase diagnosis/screening
  - what to look for
  - what to do when found
- Increase utilization of complementary resources
  - public health programs
  - referral resources





# NaRCAD history

- Created with grant support from AHRQ in 2010
- Established or assisted 34 programs in 16 states
- Trained over 100 academic detailers
- Expertise in:
  - Evidence based medicine
  - Training and materials development
  - Pharmaco-analytics
  - Public and private partnerships



# Mission

- To promote the use of evidence based medicine and improve patient health outcomes by supporting the establishment and growth of academic detailing programs
  - provide training and support to health care organizations to establish effective academic detailing programs
  - work with partner organizations to develop academic detailing program templates which can be adopted by others
  - sustain a growing network of programs sharing best practices in academic detailing to improve patient health outcomes



# Team

- Michael Fischer, MD, MS, Program Director
- Jerry Avorn, MD, Program Co-Director
- Niteesh Choudhry, MD, PhD, Core Faculty
- Steve Farrell, MBA, Program Manager

# NaRCAD services & activities

- Academic detailing training
- Academic detailing program management training
- Development of program templates for academic detailing programs
- Support and advice for development and improvement of academic detailing programs
- Academic detailing newsletter
- Annual conference on academic detailing

# NaRCAD helps partners

- learn about academic detailing
- establish new academic detailing programs
- measure current program effectiveness
- improve or expand current programs
- share best practices among experienced groups

# Contact

- Michael Fischer, MD, MS, Program Director, [mfischer@partners.org](mailto:mfischer@partners.org)
- Steve Farrell, MBA, Program Manager, [sffarrell@partners.org](mailto:sffarrell@partners.org)
- [www.narcad.org](http://www.narcad.org), [narcad@partners.org](mailto:narcad@partners.org)

## *Upcoming Events*

*Academic Detailing Training: Sept 29<sup>th</sup> and 30<sup>th</sup>*

*2<sup>nd</sup> International Conference on Academic Detailing: Nov. 13<sup>th</sup> and 14<sup>th</sup>*

*Contact us for more information*



# Next Steps