Academic Detailing

Presented by: Julie Hart, MSA, CME Supervisor
Teresa Oliver, MSA, CME Specialist
Disclosure

No relevant financial disclosures.

Credit:
Shannon Martin, DO, MPH, MSHAL, Family Medicine Physician
Marissa Palmer, Director of Quality and Patient Safety
Background

- Inconsistent Opioid Prescribing
- 2017 Opioid Prescribing Legislation (Public Acts 248, 250, 251, 252)
- Required CME for Licensure in Michigan
Academic Detailing

- Peer-to-peer educational outreach
- Adapted from pharma to improve care quality and prescribing practice in a targeted area
- Featured in JAMA
  - Applying Academic Detailing to Process Change to Choosing Wisely
  - Academic Detailing “Marketing” the Best Evidence to Clinicians
Opioid Prescribing Practices

Academic Detailing Project at MidMichigan Health

- Substantial knowledge gaps identified in prescribing opioids
- Data from EMR confirmed high variability in prescribing and monitoring practices among provider practices
- Delivered in two phases
- Physician member of taskforce completing Master’s Degree in Health Leadership used this topic for her Capstone
  - Saginaw Valley State University Hybrid program for physician leadership
Aligning with Criteria for Commendation

Promotes Team Based Learning

- C23 Members of interprofessional teams are engaged in the planning and delivery of interprofessional continuing education.

- Interdisciplinary Opioid Taskforce
- Use of Pain Resource Nurses
- Education and toolkit delivered to all provider practice staff
Aligning with Criteria for Commendation

Addresses Public Health Priorities

- C26 The provider advances the use of health and practice data for healthcare improvement
- Used EPIC to pull data on number of opioid prescriptions written monthly
- Abundance of data available at county and state level
Aligning with Criteria for Commendation

Addresses Public Health Priorities

- C28 The provider collaborates with other organizations to more effectively address population health issues.
- Collaboration with Community Mental Health and the Legacy Center for Community Success to develop curriculum.
- Collaboration with multiple community agencies to develop toolkit.
Aligning with Criteria for Commendation

Enhances Skills

- C31 The provider creates individualized learning plans for learners.

- Upon completion of phase 1 education to practices, survey determined individual practice based learning needs.

- A repository of slides prepared allowing for custom presentations based on survey feedback.
Aligning with Criteria for Commendation

Enhances Skills

- C32 The provider utilizes support strategies to enhance change as an adjunct to its CME

Toolkit

- State of Michigan Legislation FAQs
- Copies of policies, controlled substance agreements, CDC prescribing guidelines, Opioid Start Talking form, Oral Morphine Equivalent Chart, Use of Opioids to treatment Pain Flyer, community resource pamphlet
Aligning with Criteria for Commendation

Enhances Skills

- C32 The provider utilizes support strategies to enhance change as an adjunct to its CME

Pain Resource Nurse
- Attended sessions with academic detailer
- Point of contact for practice following training (well informed of legislation and pain management)
Aligning with Criteria for Commendation

Enhances Skills

- C32 The provider utilizes support strategies to enhance change as an adjunct to its CME

- Enduring material created in collaboration with Michigan Medicine (UMHS)
Aligning with Criteria for Commendation

Achieves Outcomes

- C36 The provider demonstrates improvement in the performance of learners.
- Prescribing levels measured 6 months post intervention
Best Practices in Academic Detailing

1. Identify the detailer.
2. Orient the detailer to the improvement project and goals and his or her role in peer-to-peer exchange to create buy-in and increase knowledge.
3. Decide who should participate in an academic detailing visit.
4. Remain the point person/primary point of contact with the practice.
5. Listen to the encounters with the detailer and support translation of learning/ideas generated into practice by the quality improvement team.

Website: Agency for Healthcare Research and Quality
Contact Information

cme@midmichigan.org
(989) 839-3330