



Say Hello to CIAO!

The Center for Innovation in Academic Detailing on Opioids
San Francisco Department of Public Health

Agenda

- Introduction to CIAO
- What is academic detailing?
- *Opioids and Chronic Pain* binder
- Academic Detailing Mock Session
- Questions & Answer: *please send questions to Nicola Gerbino in the **Chat Box***



Our Team



Phillip Coffin
MD, MIA, FACP, FIDSA
Program Medical Director
he/him/his



Rebecca Martinez
MS, RN FNP-C
Clinician trainer
she/her/hers



Brian Wylie
OTD, MPH
Program Manager
he/him/his



Nicola Gerbino
Program Assistant
she/her/hers

The Center for Innovation in Academic Detailing on Opioids



Our vision: We aim to decrease opioid-related morbidity and mortality by promoting balanced approaches to opioid management.

Our mission: We collaborate with healthcare providers to improve opioid and chronic pain-related care through innovative training and technical assistance services.

History

2014

CIAO was funded by the California Health Care Foundation to provide academic detailing services about naloxone prescribing to San Francisco providers



2016

CIAO expanded its services to California county health departments with funding from CDPH and CDC

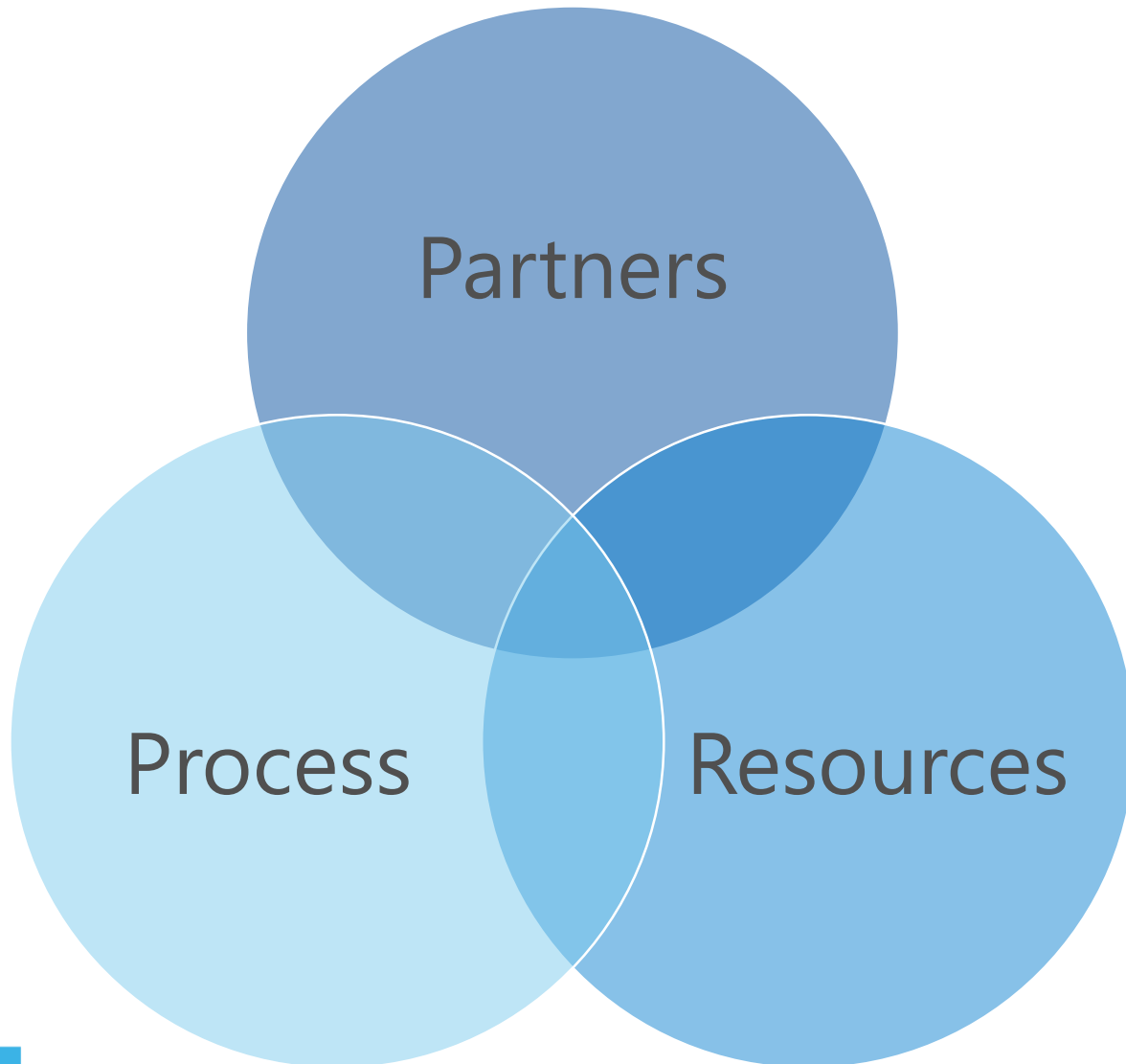


2020

CIAO expanded collaborations with California partners and services to national partners through OD2A and P2P support



CIAO Partnerships: Who, Why, and How



- Local health departments
- State health departments
- Health plans and clinic systems

- Program staff: content, skills, and technical assistance experts
- Detailing resources: *Opioids and Chronic Pain: A Guide for Primary Care Providers*
- Training: academic detailing, e-detailing, and opioid content
- Quarterly webinars (next: December)
- Online curriculum (in development)

- Online form: www.ciaosf.org/contact-us
- Email: ciao.sf@sfdph.org
- Next slide: example partnering, partnership

Example partnering process and outcome: full training and follow-up technical assistance (TA)



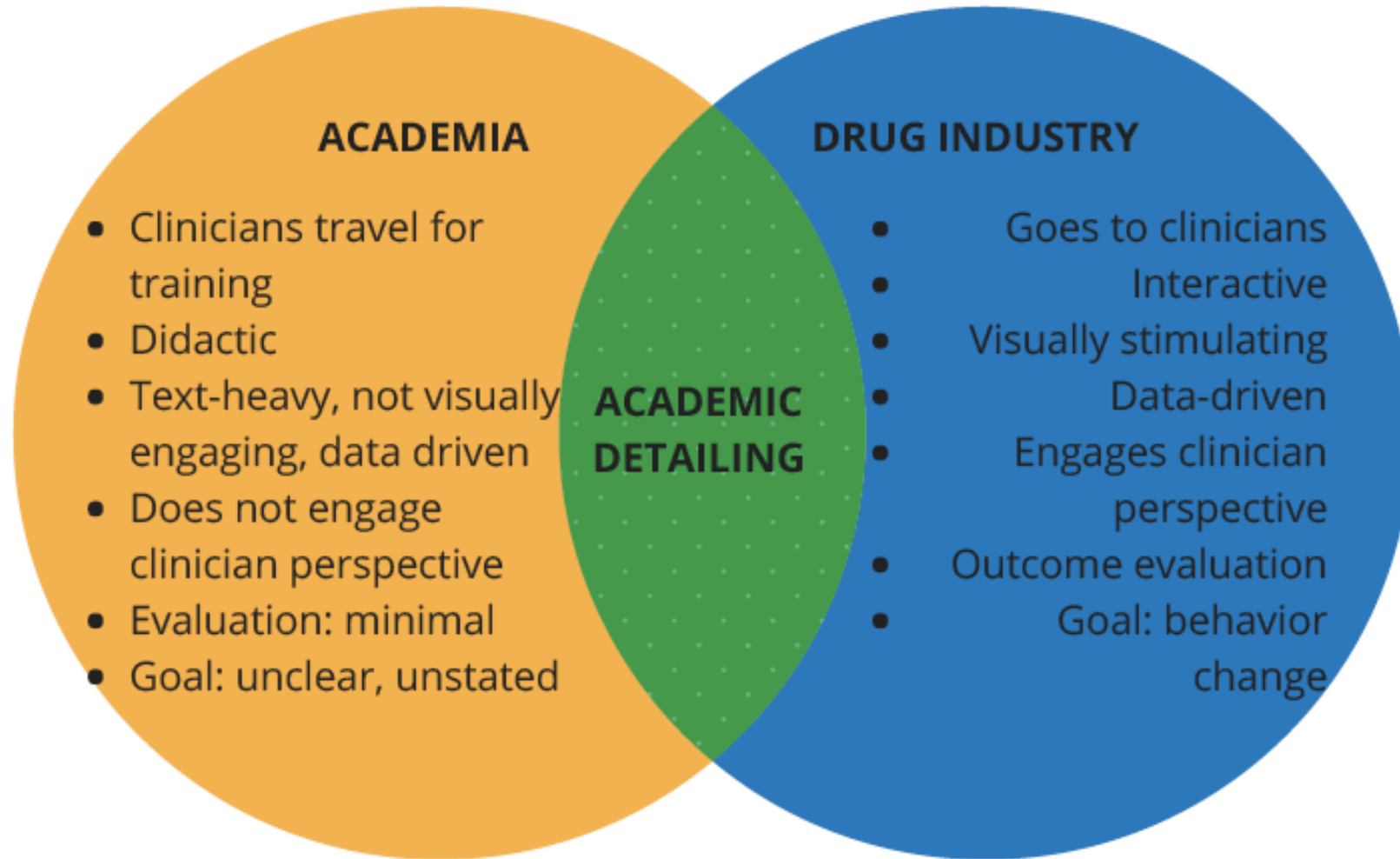
Needs assessment (iterative, weeks-long)

Partnership agreement: services, data sharing, expectations, timeline

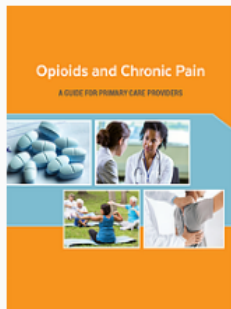
Virtual academic detailing and e-detailing training on opioids in the primary care setting

Ongoing TA: program implementation and evaluation

ACADEMIA VS. DRUG INDUSTRY



Our materials



Opioids and Chronic Pain: A guide for primary care providers (book)

[California edition](#)
[National Edition](#)



Managing Chronic Non-Cancer Pain (poster)

[California edition](#)
[National Edition](#)



CIAO's Academic Detailing and Technical Assistance Services (PDF)



California Pharmacists and Furnishing Naloxone: What you need to know (PDF)

NATIONAL EDITION

Opioids and Chronic Pain

A GUIDE FOR PRIMARY CARE PROVIDERS



View more of our academic detailing materials at www.ciaosf.org/our-materials



Academic Detailing Mock Session

What to watch for...

Steps of a Visit

Introduction



Needs Assessment



Key Messages/Benefits



Handling Objections



Summary/Close Visit

Thank you!

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