



CENTER FOR INNOVATION  
IN ACADEMIC DETAILING  
ON OPIOIDS

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## Academic Detailing and Technical Assistance Services

### Background

Despite robust efforts to respond to the decades-long opioid crisis, morbidity and mortality related to opioids continue to mount. Prescribing behavior has shifted substantially from the days when opioids were first-line treatment for chronic pain, yet we may still rely on opioids more than we should. At the same time, opioids continue to have legitimate uses in pain management as well as for treatment of opioid use disorder; further, the decision to change or discontinue a patient's current opioid regimen can have disruptive effects on their life. Clinicians are often left cornered between regulators and patients, and with insufficient time to parse the evidence required to optimize care.

### Program overview and strategies

The Center for Innovation in Academic Detailing for Opioids (CIAO) aims to decrease opioid-related morbidity and mortality by promoting balanced approaches to opioid management. Through support from the Centers for Disease Control and Prevention and the California Department of Public Health, we provide academic detailing training and technical assistance to organizations—local health jurisdictions, health plans, and others—to improve patient care related to opioids and chronic pain. To achieve this mission, we follow these six strategies:

- Assess collaborator needs and individualize services
- Support development of policies and procedures addressing opioid management
- Develop and refine resources about opioid management in clinical care
- Deliver training and support for academic detailing on opioid management
- Provide longitudinal technical assistance
- Utilize data for evaluation and quality improvement

### Academic detailing

Academic detailing is a collaborative training model that uses brief, in-person visits with clinicians to, first, share the latest evidence on a clinical topic and, second, help facilitate behavior change. Research on academic detailing has established it as an effective clinical education tool capable of improving practice behaviors, service delivery, and quality of care, from reducing drug costs to scaling up routine HIV testing. It has also been shown to be effective in opioid management practices: for example, a 2017 study by the CIAO team found an 11-fold increase in naloxone prescribing among clinicians who had received detailing compared to those who had not.

We believe academic detailing related to opioids can help clinicians provide comprehensive, evidence-based care for patients with chronic pain or opioid use disorder or both. The training we offer includes both content acquisition (e.g., managing opioids in chronic pain) and skills development (e.g., Motivational Interviewing). Training is individualized based on partner needs but can include both online and in-person elements. Our strategies are modeled after evidence-based practices from the National Resource Center for Academic Detailing (NaRCAD, [www.narcad.org](http://www.narcad.org)).

### Partnering with CIAO

CIAO aims to support improved patient care related to opioids and chronic pain. To understand how academic detailing and technical assistance in opioid management might help your clinicians and patients, please contact Nicola Gerbino at (628) 217-6384 or [ciao.sf@sfdph.org](mailto:ciao.sf@sfdph.org). You can also find out more about our services and who we are at [www.ciaosf.org](http://www.ciaosf.org).

## CIAO Vision, Mission, and Values

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

**Mission:** We collaborate with health care providers to improve opioid- and chronic pain-related care through innovative training and technical assistance services.

### Values:

**Evidence-based practice:** We commit to the conscientious integration of up-to-date research, clinical expertise, and patient needs to support the delivery of high-quality, compassionate health care.

**Innovation:** We develop novel, individualized approaches to educate clinicians on best practices for opioid management.

**Professional fulfillment:** We support clinicians to reconnect with their higher mission and build a fulfilling and rewarding practice.

**Empathy:** We strive to cultivate empathy and reduce stigma among clinicians, patients, and health care systems.

**Health equity:** We believe that everyone deserves the highest quality health care, regardless of their medical history or other life circumstances.