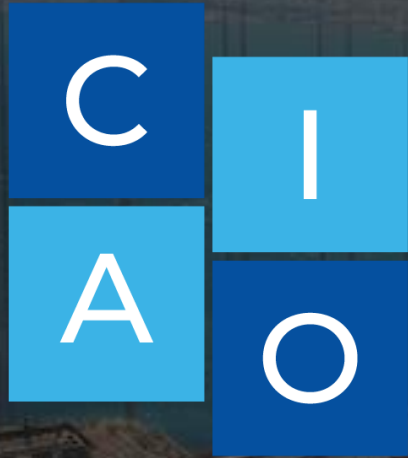


Academic Detailing in California:

A webinar for detailers and program staff



The Center for Innovation in Academic Detailing on Opioids
San Francisco Department of Public Health
May 12, 2021

Agenda

1. Introduction to and updates from CIAO
2. **Review: Opioids and Chronic Pain: A Guide for Primary Care Providers**
3. **Activity:** Mock academic detailing visit on opioids
4. Chat with CIAO

Please submit
questions in
the Chat!



Our Team



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



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



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



Nicola Gerbino
Program Assistant
she/her/hers

Icebreaker

What is the value of academic detailing in your area during the COVID-19 pandemic?



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.

CIAO Services and Resources: Academic Detailing Training



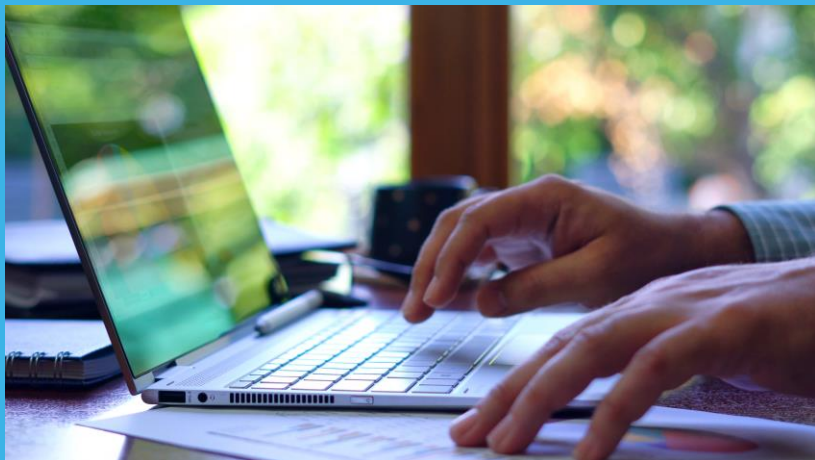
- Skills: academic detailing
 - Academic detailing basics
 - Detailing in a virtual environment (e-detailing)
- Topics: opioids and chronic pain management in the primary care setting
 - Naloxone prescribing
 - Opioid tapering
 - Chronic pain
 - Other: program evaluation, motivational interviewing
- Format: 8-10 trainees, by Zoom, 12+ hours over 6+ weeks, using *Opioids and Chronic Pain* guidebook

CIAO Services and Resources: Technical Assistance



- Academic detailing program implementation support
- Common technical assistance topics
 - Recruiting academic detailers
 - Identifying providers for detailing
 - Provider outreach and “getting in the door”
 - Detailing materials review
 - Program evaluation
- Format
 - Program staff, detailers, or both; by Zoom, phone, or email; monthly or as needed

CIAO Services and Resources: Online Coursework



- Online coursework to support academic detailing training
- Twelve courses, including previously mentioned content areas and
 - Substance use disorder
 - Opioid use disorder
 - Urine drug screening
 - Initiating opioids for chronic pain
 - Opioid stewardship
 - Opioid basics
 - Academic detailing basics
- Timeline: three to five by July 1, 2021; additional three to five by September 1, 2021
- CIAO will send out a notice whenever any course is ready

CIAO Services and Resources: Opioid Stewardship Policies and Procedures Review

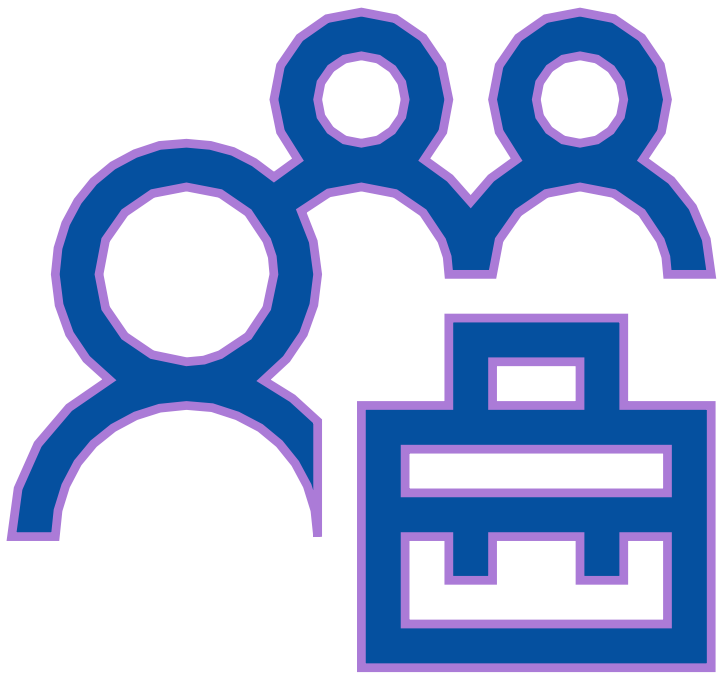


- Driven by the questions
 - What rules guide your opioid prescribing?
 - What prescribing goals do you have for your providers?
 - What use goals do you have for your patients?
- In current practice
 - Review of pain agreements*
 - Integration of opioid stewardship documentation best practices*
- In the future
 - More in-depth review of urine toxicology and opioid prescribing standards

CIAO Services and Resources: Webinars, Website, and Other Resources



- Quarterly *CIAO Time* webinars
 - Posted: Opioid Tapering
 - Posted: Buprenorphine
 - Upcoming: Chronic Pain Management (6/9/21)
- Detailing materials
 - *Opioids and Chronic Pain* guidebook
 - *Managing Chronic Non-Cancer Pain* poster
 - Patient education resources
 - Program implementation resources
- Literature repository
 - The latest evidence and emerging trends
- Important announcements
 - *Buprenorphine Prescribing Update from Health and Human Services*



Opioids and Chronic Pain: A Guide for Primary Care Providers



Mock Academic Detailing Visit

What to watch for...

Steps of a Visit

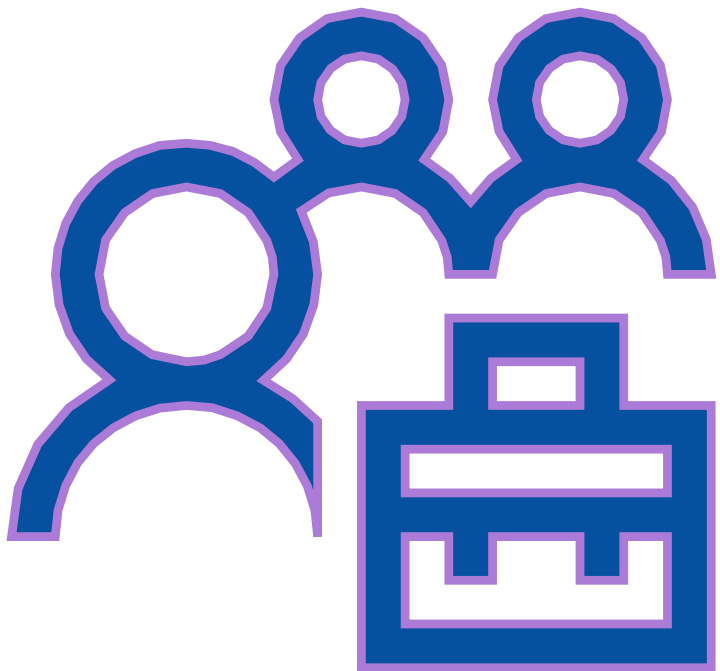
Introduction

Needs Assessment

Key Messages

Handling Objections

Summary & Closing



Mock Academic Detailing Visit

Discussion Questions

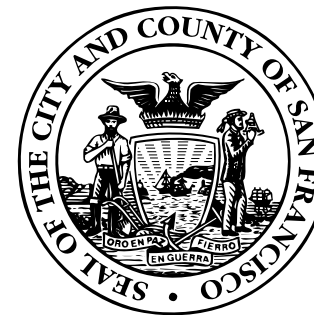


- How have you been successful in the past with academic detailing?
- Let's think together about how to get our foot in the door.
 - Imagine yourself as a busy provider- how would you like to be treated if you were contacted by an academic detailer? What would it take to get you to agree to a visit?
- What questions do you all have about e-Detailing?

Thank you!



CENTER FOR INNOVATION
IN ACADEMIC DETAILING
ON OPIOIDS



SAN FRANCISCO DEPARTMENT
OF PUBLIC HEALTH

