Academic Detailing

...A Very Brief Overview

National
Resource
Center for
Academic
Detailing

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Team

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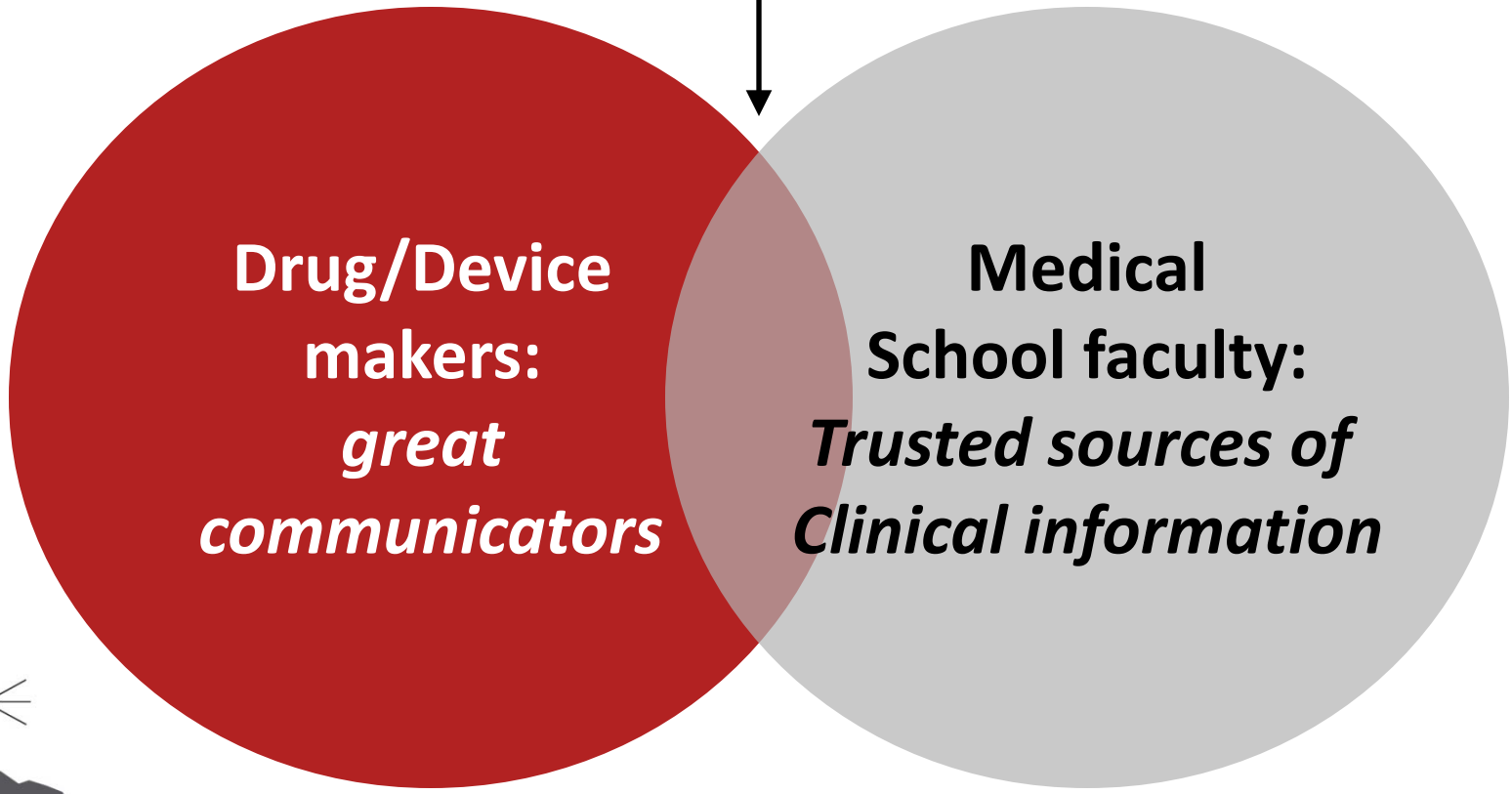
Academic Detailing



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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

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Academic detailing

- Synthesizes up-to-date evidence about ***comparative*** efficacy, safety, and cost-effectiveness of commonly used therapies
- Content independently created by medical school faculty and practitioners
- MDs, pharmacists and nurses provide information interactively, in physicians' own offices
- A time-efficient way to keep up with new findings

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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

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Where Academic Detailing is Now

(Partial Listing)

USA

- Initiatives in various states
  - **California** – Kaiser Permanente
  - **District of Columbia** – DOH
  - **Idaho** – Medicaid
  - **Maine** – DHHS
  - **New York** – Medicaid
  - **Oregon** – OHSU
  - **Pennsylvania** – Aged Care
  - **South Carolina** – Medicaid
  - **Vermont** – Medicaid
- **National** – new effort funded by AHRQ

World

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

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Differing Scales of Academic Detailing Programs

- Temporary programs: *address a specific issue over a defined time period*
  - Redeployment of current resources
  - Often complementary to other efforts
- Limited scale, longer term programs: *cover a wider range of issues*
  - Redeployment of current resources
  - Augmentation of resources
  - Cut across multiple disease areas
- Larger scale, longer term programs
  - Dedicated resources
  - Multiple topics
  - Broad range of medical areas

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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

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Topics that have been Addressed

- Diabetes
- Falls in the elderly
- Smoking Cessation
- Screening for Breast Cancer
- Depression
- Screening for Autism
- COPD
- Screening for Partner Violence
- Chronic Pain Management
- Atrial Fibrillation
- Insomnia
- Anti-platelet Therapy
- Lipid Lowering Therapy
- Depression
- Osteoporosis

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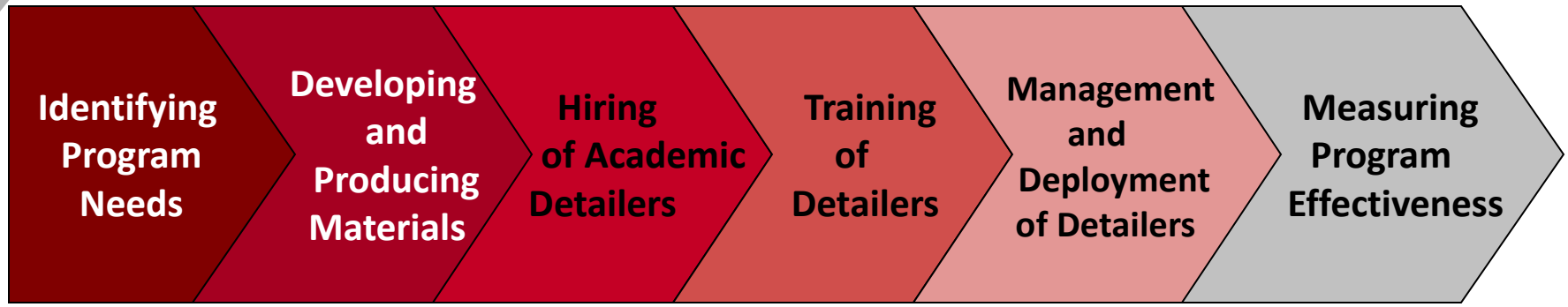
Elements of a Successful Academic Detailing Program



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