



Academic Detail Models and Quality Improvement

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Comparative Effectiveness Summit

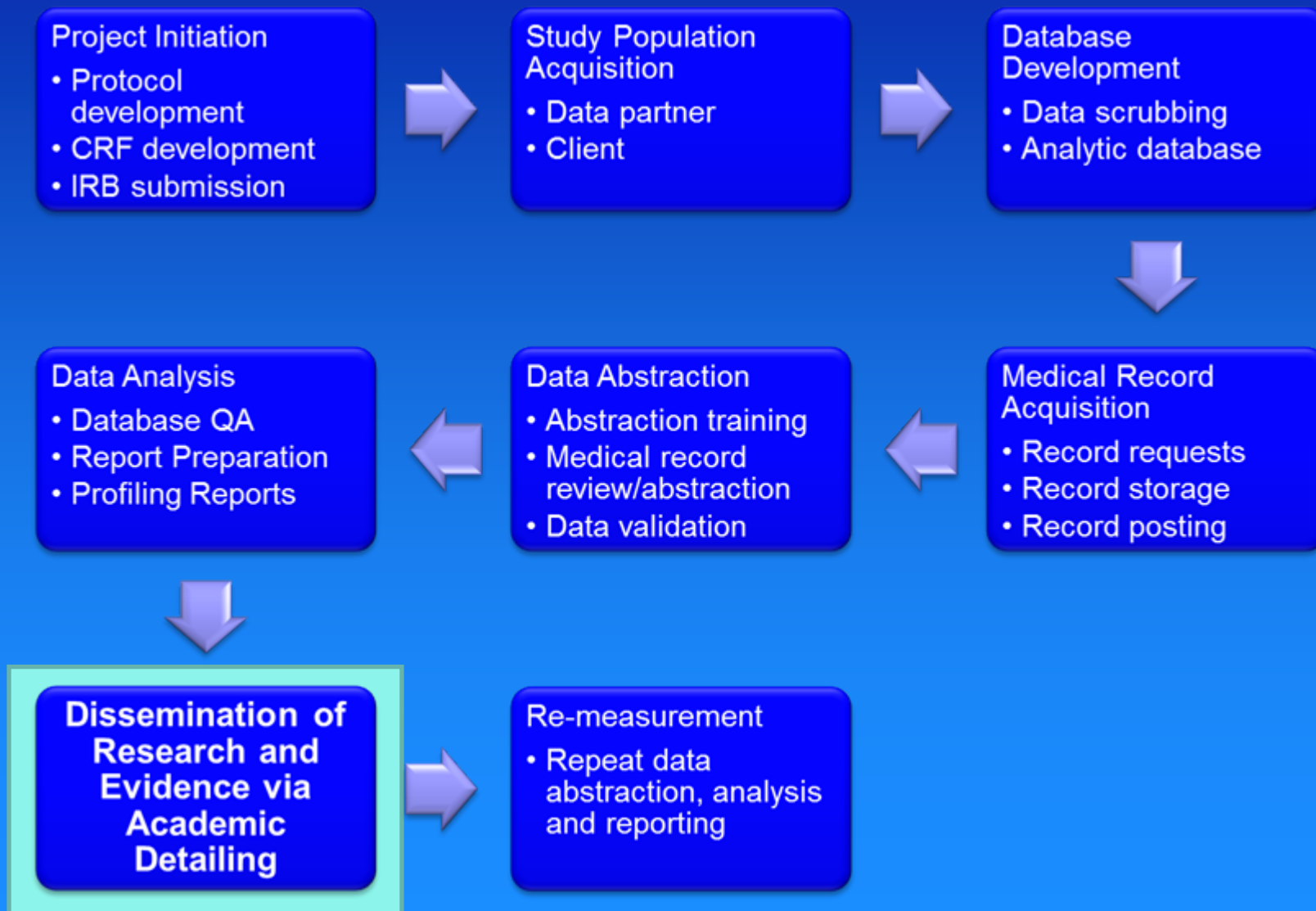
October 12th, 2011



About TTM

- Founded in 1995; have conducted over 360 quality improvement programs
- Carried out over 375,000 medical chart reviews
- Worked with over 50,000 physician provider offices
- Provided evidence based education to physicians via academic detailing over the last 16 years
 - Conducted in collaboration with managed care organizations and health systems as part of quality improvement initiatives

Academic Detailing and Quality Improvement





Academic Detailing Definition

A one-on-one, clinician to clinician, onsite, interactive educational outreach session to disseminate scientifically supported clinical evidence with the intention of improving the healthcare of a population



Agency for Healthcare Research and Quality

Advancing Excellence in Health Care

www.ahrq.gov

Comparative Effectiveness Research Dissemination Project: Academic Detailing

Total Therapeutic Management, Inc. (TTM)



Effective Health Care Program

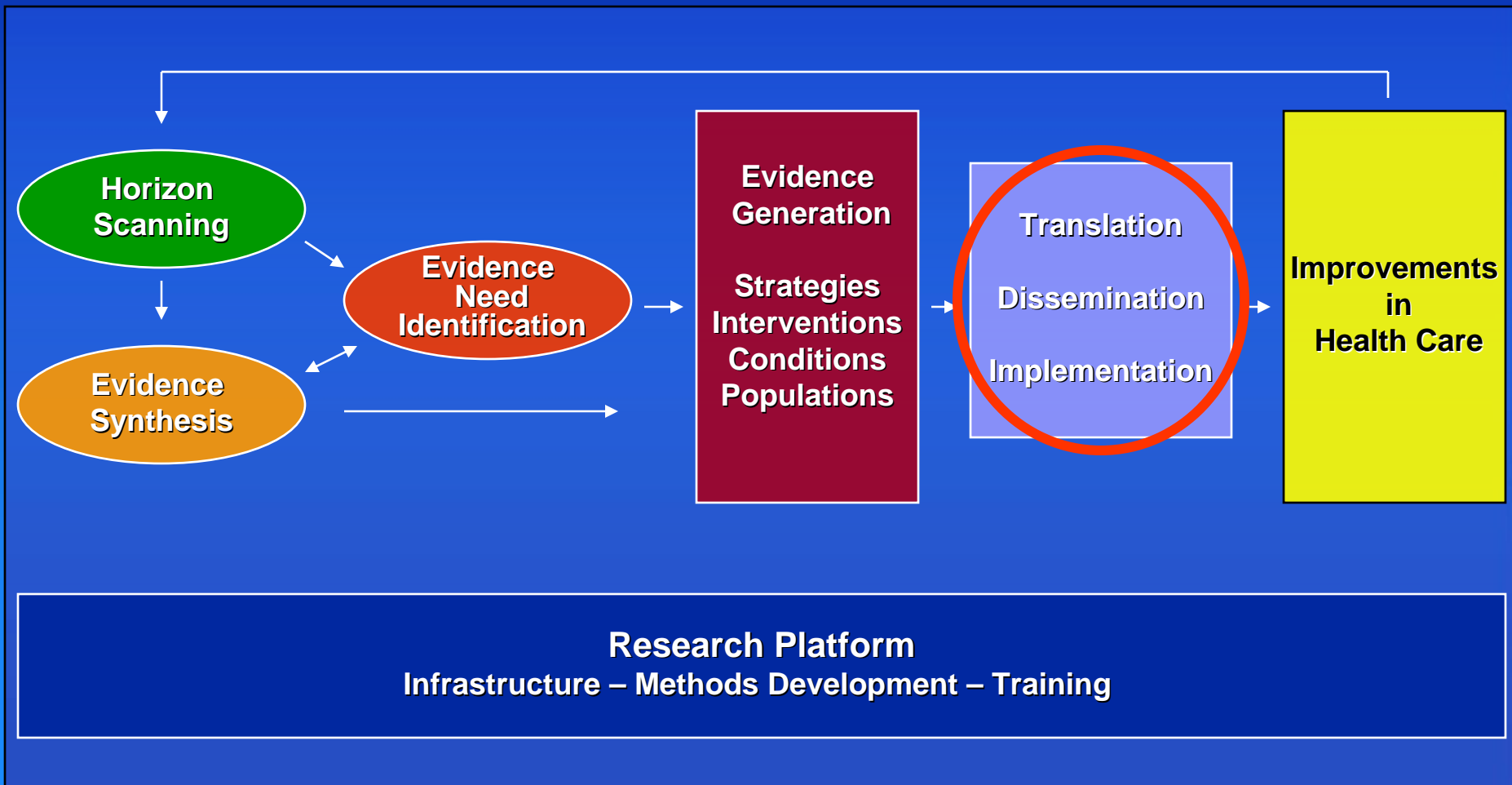
- AHRQ's Effective Health Care Program created by Medicare Modernization Act of 2003
- From 2005-2009, AHRQ received \$129 million from Congress for patient-centered outcomes research
- Program has published more than 100 products, including guides for clinicians and consumers, with plans for 75 more over the next two years
- Emphasis on synthesis of existing evidence and creation of new evidence



Effective Health Care Program Products



A Framework for Patient-Centered Outcomes Research



Academic Detailing Project Overview



- Dissemination of key messages from Effective Health Care Program
- Face-to-face visits to 1,300 primary care providers and 200 health system directors nationwide
- One visit every 6 months over 3 years (6 total visits to each provider system)
- 9,000 total visits over 3 years

Topics for Details

- Diabetes
 - Topic 1: Comparative Effectiveness, Safety and Indications of Pre-mixed Insulin Analogues for Adults with Type 2 Diabetes
 - Topic 2: Comparative Effectiveness and Safety of Oral Antidiabetic Drugs
- Heart and Blood Vessel Conditions
- Muscle, Bone, and Joint Conditions
- Mental Health

All content available on AHRQ website and developed into AD material that is accredited for continuing education certification through ACCME

Target Audience

- Clinical decision makers (primary care providers): physicians, PAs, nurse practitioners, nurses, others
 - Large physician group practices
 - Small and individual physician group practices
- Health system decision makers
 - Health plans
 - Large and small integrated delivery systems
 - Community hospitals



Recruitment and Hiring of Academic Detailers

- Process includes recruitment, screening, interviews, and checks on background and conflict of interest
- Health care professionals
 - Physicians
 - Pharmacists
 - Nurses (RN/NP)
 - Physician Assistants
- 14 positions in 4 regions



Academic Detailers

Region/MSA	Candidate Degree
<u>Region 1</u>	
Ohio/MI	Nurse
Chicago	Physician
Seattle	Physician
<u>Region 2</u>	
Boston	Nurse
Newark/NJ/NYC	Physician
Philadelphia	Nurse
<u>Region 3</u>	
Phoenix/Denver	Pharmacist
Dallas/Ft Worth	Pharmacist
San Francisco	Physician
Los Angeles	Physician
<u>Region 4</u>	
Atlanta	Pharmacist
Orlando	Pharmacist
Charlotte	Physician Assistant
Memphis	Pharmacist

Training

- Academic detailing process
- Clinical content and collateral materials
- Communicating key messages in a variety of settings
- Role playing
- Video-taped sessions
- Field training and continuous support by clinical resource manager
- Journal clubs



Field Deployment: Q1 2011

- Outreach and scheduling support
- Academic details
 - One-on-one interactive session
 - Eligible for CME if session lasts at least 30 minutes
- Follow-up communication
 - E-mail
 - Telephone/Fax
 - Letter
- Documentation of activities
- 1070 completed visits as of 9/30/11



Status and Key Lessons Learned

- Credentials are important in gaining access and endorsement by respected/credentialed colleagues is important
- Health plans, health systems, and large medical groups have been a valuable resource in helping to gain access to clinicians within their organizations
- Clinicians are hungry for unbiased and balanced information from a credible source...and are overwhelmingly welcoming detailers back for follow-up visits
- 150 CE certificates provided from 1,070 visits through September 30th

Feedback on Post-CE Test

- *Before Accessing this educational activity, were you aware of the AHRQ-supported CER on premixed insulin analogues?*

19%--YES

81%--NO

- **Sample Comments:**

- *“This is great...I have been confused about insulin and probably referring more to endocrinology than I really needed”*
- *“I’m now aware of AHRQ, and it seems like a good program*
- *“It was nice to have someone knowledgeable discuss the topic in person”*
- *“I was not aware of the compilation of research available to guide therapies”*
- *“Excellent opportunity for learning”*
- *“First exposure to AHRQ: very good material, very good information”*



Data from clinicians seeking certificates following Insulin AD

Reflecting the knowledge that you have acquired about comparative effectiveness research (CER) through this educational activity, what changes do you plan to make in your future practice? (Check all that apply)

- **21.24%:** Using CER findings in educating patients
- **18.55%:** Using CER findings along with established evidence to guide decisions about which therapies should be made to individual patients
- **19.09%:** Using CER findings to validate my clinical knowledge and practices
- **12.1%:** Providing patients with AHRQ consumer guides on CER topics
- **11.29%:** Referring colleagues to AHRQ CER reports and guides