The Vermont Academic Detailing Program (VT AD)

Updated July 2010

www.vtad.org
What is Academic Detailing?

• “University-based prescriber education and support”
• Characteristics of Academic Detailing:
  – Face-to-face education by trained health care professionals, typically pharmacists, physicians, or nurses
  – Academic detailers have no conflicts of interest with pharmaceutical companies
  – Incorporates behavior change, communication, and social marketing principles with the goal of reducing inappropriate prescribing
• Used where there is a perceived need to change prescribing behavior
  – Safer or less expensive medications are underused
  – Therapies offering marginal benefit are overused
  – Medications that are commonly misused
  – See Soumerai and Avorn 1990

www.vtad.org
How did Academic Detailing get started?

- **Landmark trial:**
  - See Avorn and Soumerai, 1983
  - 435 physicians in 4 states randomized to AD, mailings, or control
  - AD group received 2 visits by trained pharmacists over 6 months
  - Target drugs: propoxyphene, papaverine, cephalexin
  - Prescribing outcomes measured using Medicaid claims

- **Results:**
  - 14% reduction in prescribing of target overused medications (P<0.001)
  - Decreased costs
  - At least a 9-month post-intervention effect

www.vtad.org
Is Academic Detailing Effective?

- October 2007 Cochrane Collaborative Review of Academic Detailing
  - 69 studies involving ~15,000 providers
  - Academic detailing interventions improved prescribing ~5% (median 4.8%, interquartile range 3.0% to 6.5%)
  - See O’Brien et al. 2007
International Programs

- **Australia 🇦🇺**
  - Drug and Therapeutics Information Service (DATIS)
  - Operating since 1991, Government funded
  - Serves 1000+ primary care practitioners in South Australia

- **Canada 🇨🇦**
  - Canadian Academic Detailing Collaboration
  - 6 Canadian Provinces
  - Shares expertise and content material, organizes training and development workshops for academic detailers, publishes commentaries, and makes presentations at academic meetings

www.vtad.org
State-based Programs

- Vermont Academic Detailing Program
  - www.vtad.org

- Independent Drug Information Service (iDiS)
  - www.rxfacts.org

- South Carolina Offering Prescribing Excellence (SCORxE)
  - www.sccp.sc.edu/SCORxE

- Maine Independent Clinical Information Service
  - http://www.mainemed.com/academic/
History of the VT AD Program

• 1999: Established by a PharmD-MD team
• 2004: Amanda Kennedy and Rich Pinckney hired to co-direct program
• 2007: Vermont Legislature supports expansion. Charles MacLean joins the program
• 2008: Web-based academic detailing begins pilot-testing. Program expands to 3 pharmacists and 2 Internal Medicine physicians
• 2009: VT AD expands its program to pediatrics, targeting topics that cross the lifespan from pediatrics to geriatrics
• 2010: Program expands to 3 pharmacists, 2 Internal Medicine physicians, and 1 Family Medicine physician

www.vtad.org
VT AD Program Snapshot

- Voluntary- prescribers are not mandated to participate
- Primary care focus: Pediatrics, Family & Internal Medicine
- ~100 visits per year
- Majority of visits includes 2-3 prescribers
- Visits are delivered in all 14 counties of VT
- Median round-trip driving distance for the academic detailers is 66 miles per visit (range 1-336 miles)
- 80% of prescribers on average feel the information presented would impact their prescribing behavior
- 88% of prescribers indicate a willingness to attend future visits

www.vtad.org
VT AD Testimonials

• Comments written by prescribers on post-visit surveys
  - “Absolutely will attend another session - great outreach and educational program”
  - “Always great and practical”
  - “Always excellent, preparation incredible”
  - “Excellent - please come back soon!”
  - “Excellent as always, please return.”
  - “Fantastic!! Come back soon. So helpful. Clinically relevant every time-I use this info in my daily practices.”
  - “Great to come directly to office”
  - “I love non-pharmaceutically funded CME!!”
  - “I love this program - keep up the great work!”
  - “More, more, more please!!”
  - “New to me, I'm impressed”
  - “Thanks. This will reinforce my prescribing behavior.”
  - “This was informative, to the point, sufficient and concise. I also appreciated the clear handout that I will keep in my office.”

www.vtad.org
Key references


