

Implementing and Delivering Academic Detailing During a Pandemic: Strategies, Best Practices, and Lessons Learned

Ashley Allison

Kelsey Genovesse

Victor Ramirez

Marcee Kerr



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22

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ON HIV CARE & TREATMENT

Disclosures

- None

Agenda

- Introductions
- Academic Detailing Overview
- Oregon AETC Detailing Program
- Utah AETC Detailing Program
- Washington AETC Detailing Program
- Guided Panel Discussion
- Q&A, Closing

Learning Objectives

At the end of this session, participants will:

- Describe the benefits of virtual academic detailing in delivering targeted education and coaching to health care providers during the COVID-19 pandemic.
- Identify strategies for implementing virtual academic/public health detailing programs.
- Discuss lessons learned adapting academic detailing programs during the COVID-19 pandemic.

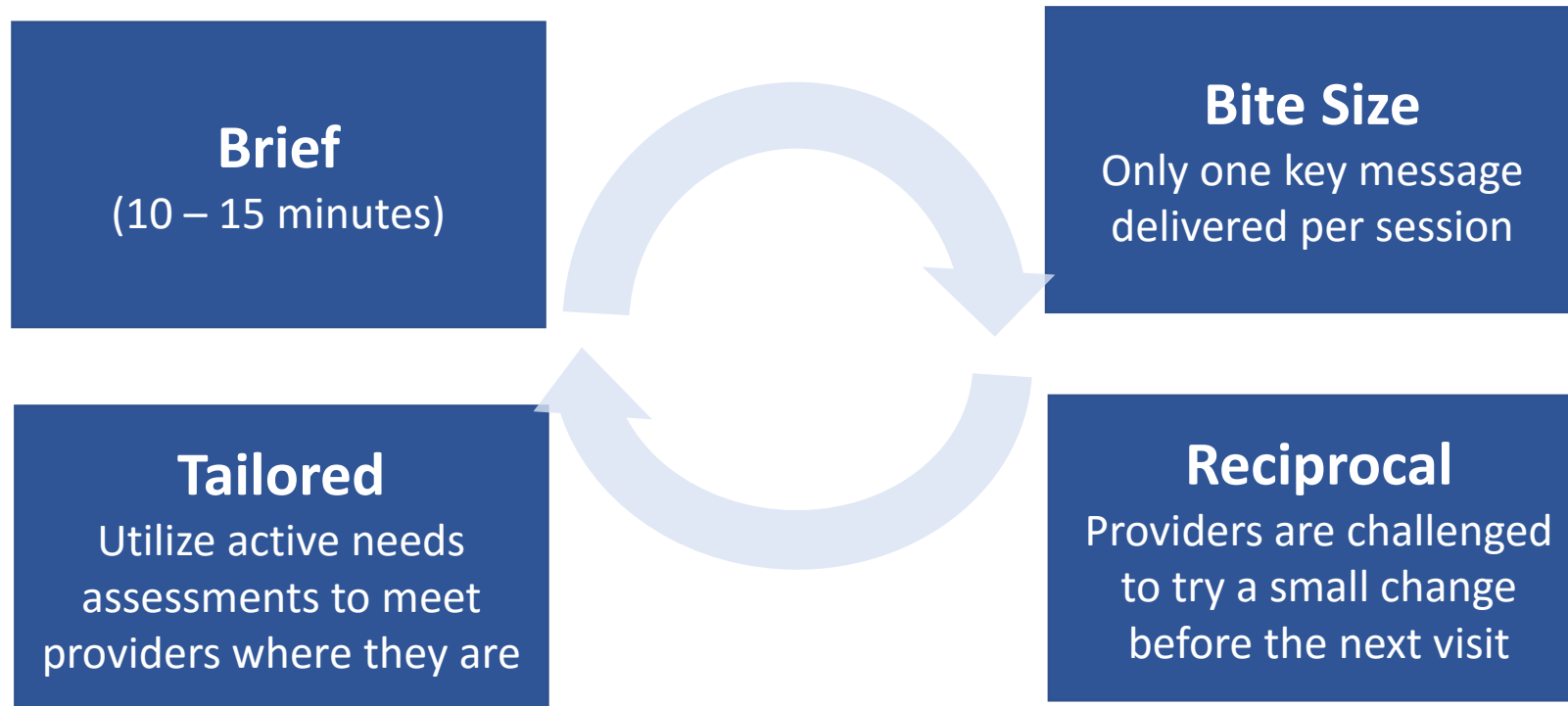
Academic Detailing Overview

Academic Detailing/Coaching

- Academic detailing is a proven approach for increasing adoption of evidence-based practices by healthcare providers, leading to better health outcomes.
- This model provides brief (15 minutes or less), peer-based, targeted education, coaching and resources to support efforts to prevent HIV infection and promote sexual health.
- Based on relationship building and is designed to offer providers specific ways to implement changes in their practice to improve service delivery and care for their patients with HIV.
- Initially developed for in-person sessions, but has been adapted for a virtual environment due to limitations caused by the COVID-19 pandemic.

One-on-One Provider Education

This just sounds like a group training, but for one person...

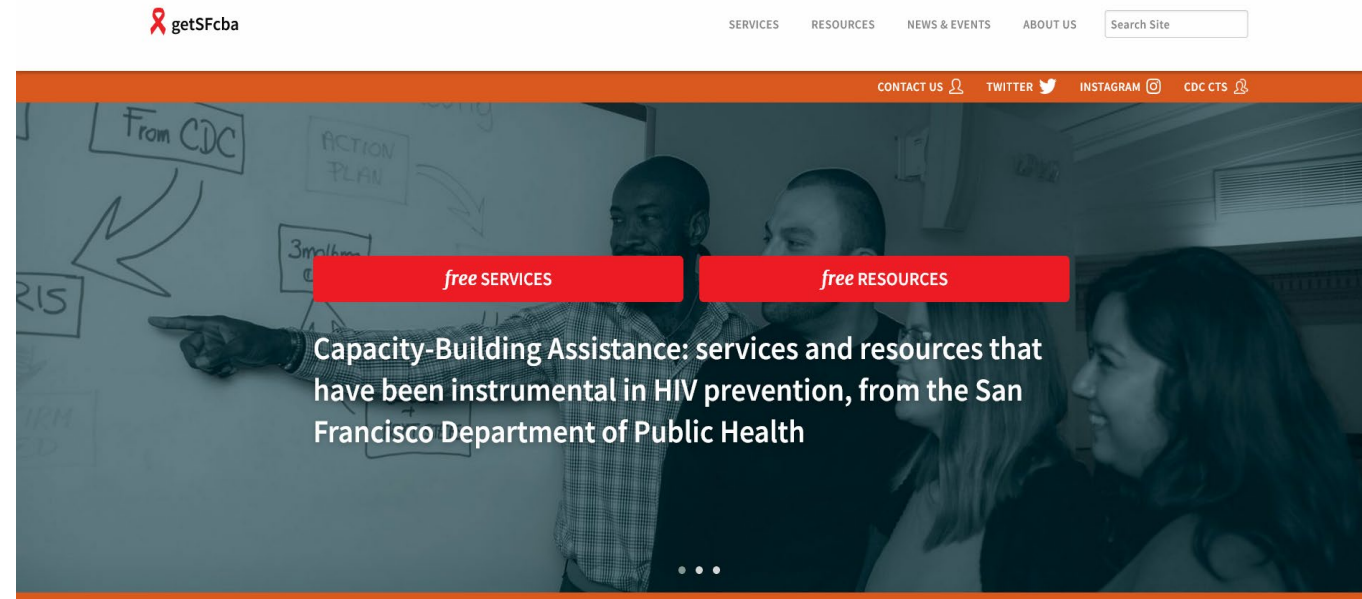


Detailing Resources & Technical Assistance Providers



A program of the Boston Medical Center
narcad.org

San Francisco Department of Public Health
getSFcba.org



MWAETC Academic Detailing

Three Mountain West AIDS Education & Training Center (MWAETC) regional partners provide academic/public health detailing to clinical providers in their states:

- Oregon AETC clinical faculty meet with prescribers virtually or in their place of practice to foster peer-to-peer learning on a variety of topics related to HIV care and prevention such as routine sexual history taking and PrEP/PEP prescribing in pharmacy settings.
- The Utah program provides virtual and in-person sessions focused on increasing awareness and treatment for sexually transmitted infections and increasing access to PrEP.
- In Washington, faculty meet virtually and in-person with prescribers to provide focused education and technical assistance to support the goals of reducing HIV disparities and increasing PrEP uptake among members of underserved and at-risk populations and reduce newly acquired HIV infections.

Oregon Detailing Program

Ashley Allison

Lead Training Coordinator

Oregon AIDS Education and Training Center (AETC)

Oregon Program Background

Increase the number of PrEP prescribers, increase routine STI/HIV screening, and support appropriate STI treatment in alignment with the End HIV Oregon initiative

Geographic coverage: Entire state of Oregon

Detailing program start: Late 2018

Transition to e-detailing: Late 2020

End HIV Oregon Campaign



Testing is Easy



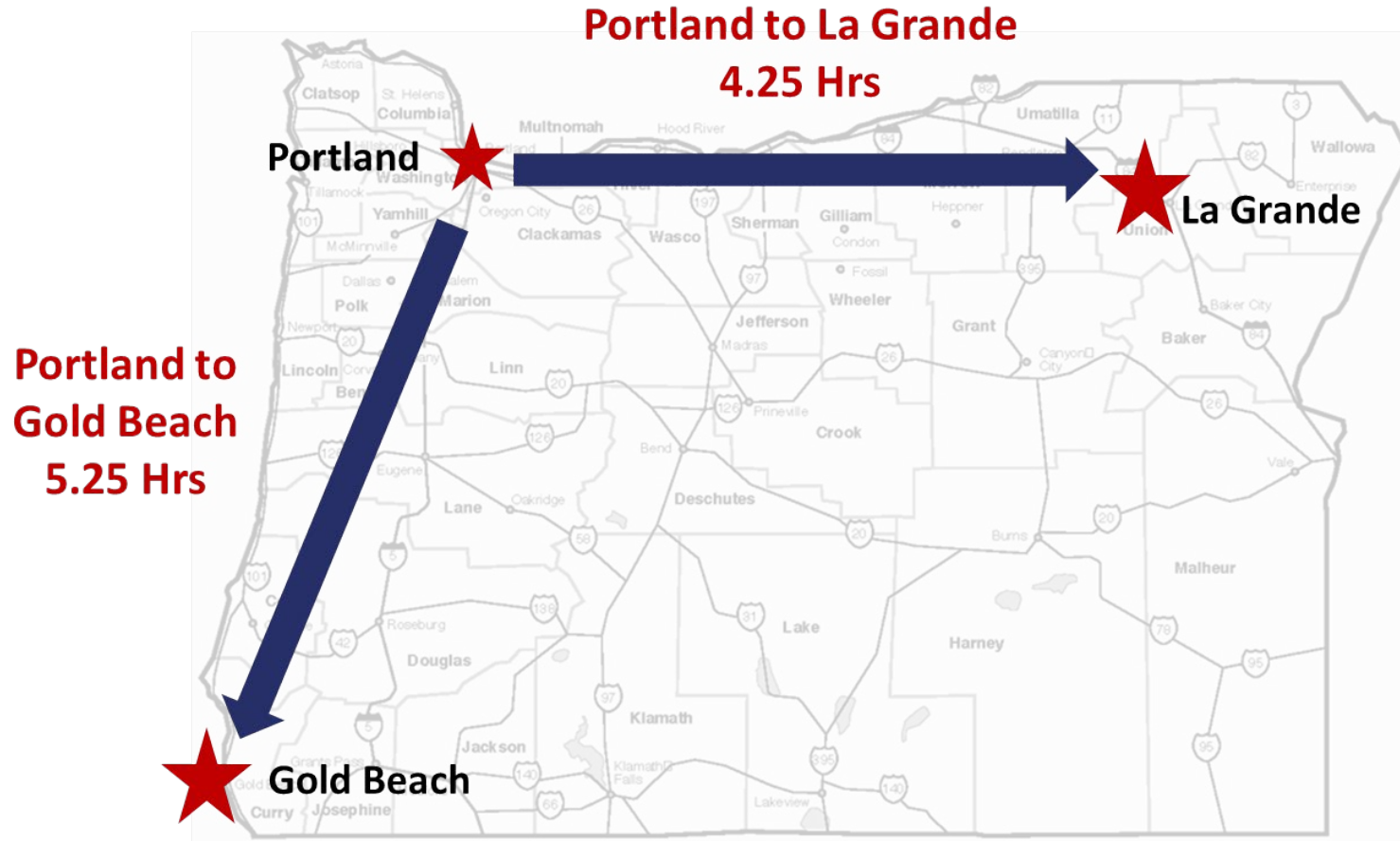
Prevention Works



Treatment Saves Lives

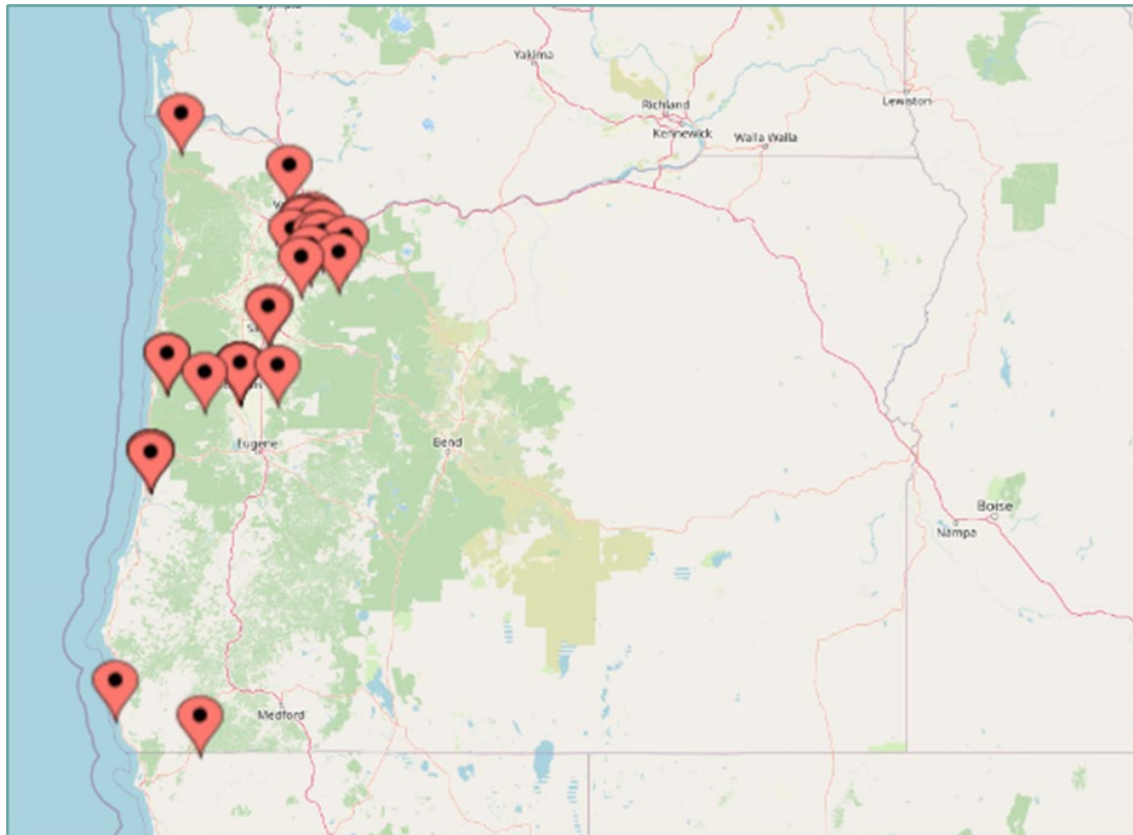


Distance = Time + \$\$\$

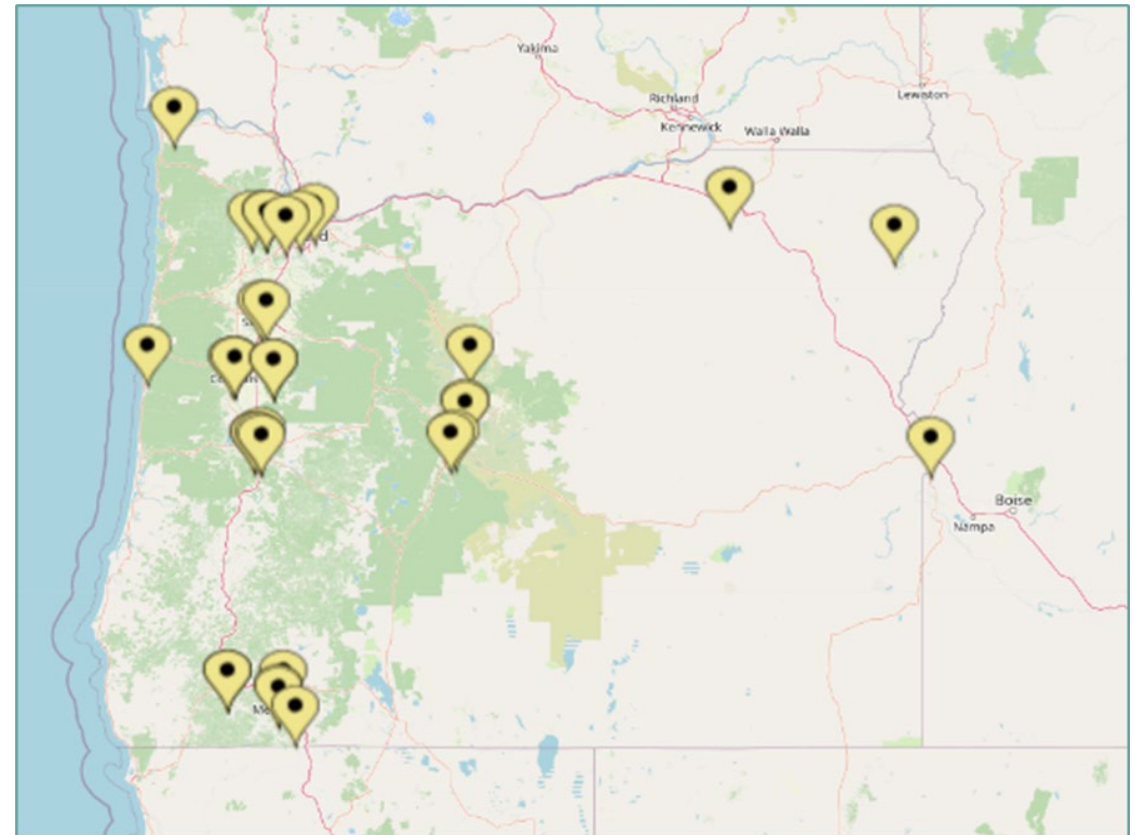


Geographic Reach Before & After E-Detailing

Before E-Detailing Transition



After E-Detailing Transition



Traditional Outreach

- In-person visits to clinics
- Gatekeepers: Front desk/reception
- In-person pitches
- Hand delivery of resources & materials

E-Detailing Outreach

- Obtaining email addresses and phone extensions for outreach
 - Email lists, clinic website research, warm hand-offs
- Gatekeepers: call centers and reception
- Phone and email pitches
- Shipping resources & materials

Schedule Online



**Christopher Evans, MD,
MPH, AAHIVS**

**Schedule with
Chris**



Sugat Patel, MD, FACP

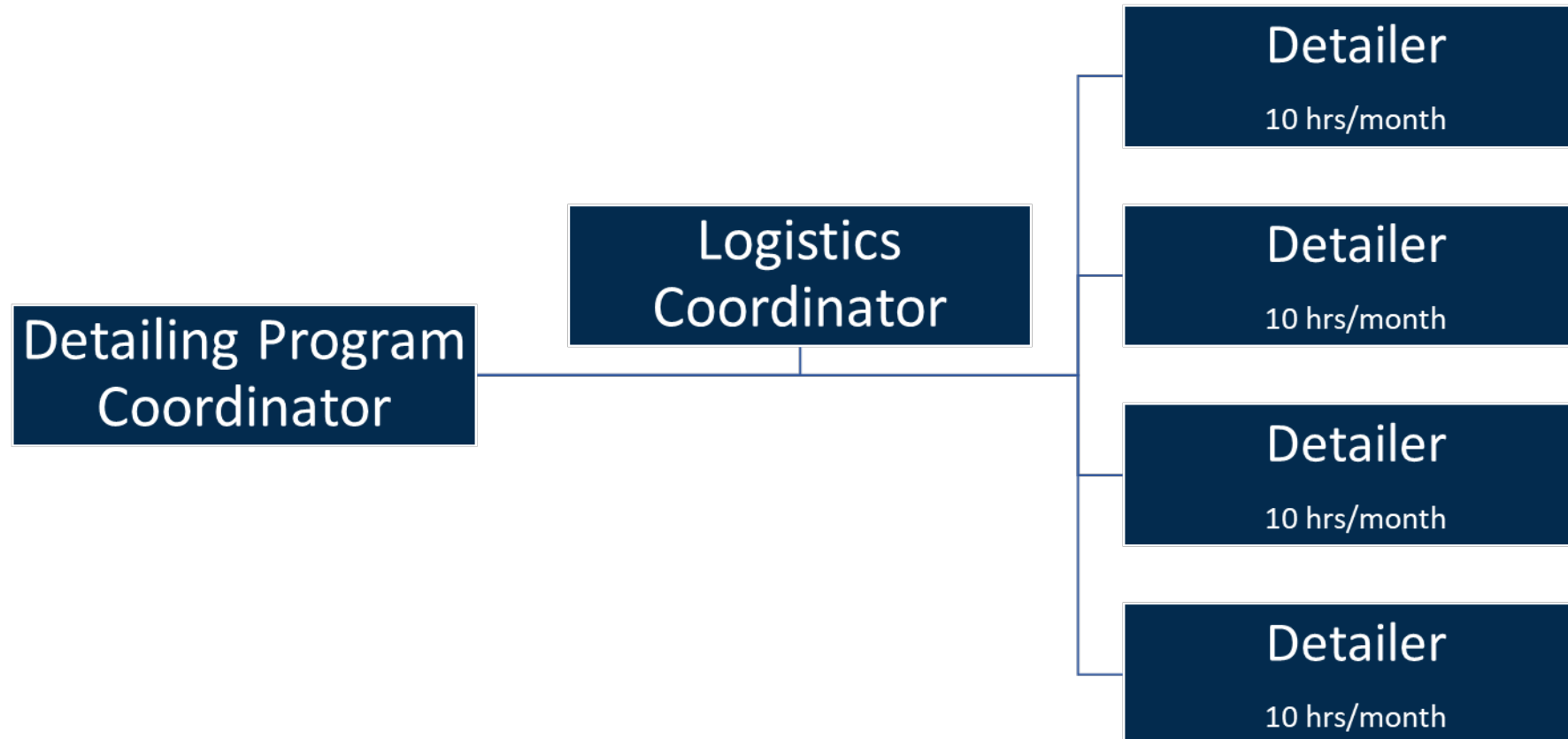
**Schedule with
Sugat**



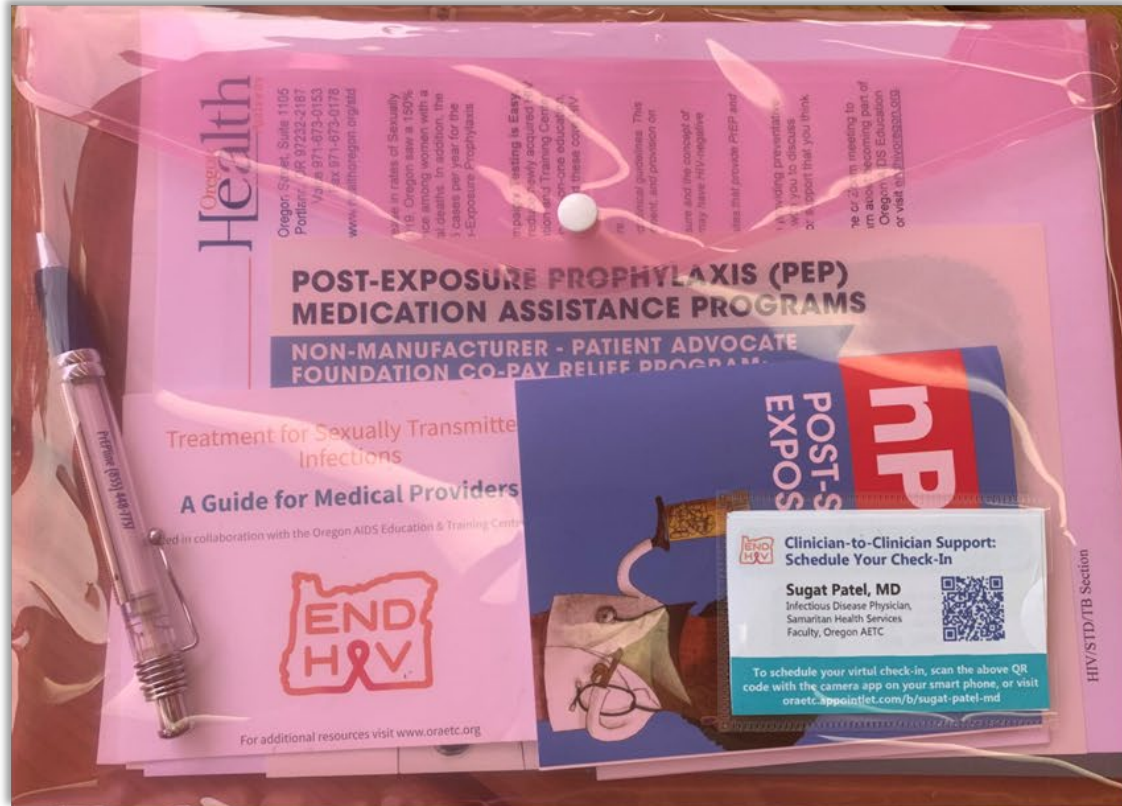
Holly Villamagna, MD

**Schedule with
Holly**

Detailing Program Team



Outreach Materials



Clinician-to-Clinician Support: Schedule Your Check-In

**Devon Flynn, PharmD,
MPH, BCPH, AAHIVP**
Faculty, Oregon AETC



To schedule your virtual check-in, scan the above QR code with the camera app on your smart phone, or visit oraetc.appointlet.com/b/devon-flynn

*“Taking this survey made me reflect on all that I’ve learned through participating in the AETC trainings and **clinician-to-clinician sessions** with Dr. Patel. **It has been invaluable** as “I’ve jumped into the deep end” during my first year of practice.*

*Becoming a **PrEP/nPEP prescriber** is something that has always been personally very important to me and **I’m grateful that I can offer this to my community** with increased confidence and resources to lean on for support.”*

- Provider at White Bird FQHC, Eugene after taking detailing post survey

*“I spoke this morning to our medical director about initiating triple screening and he was very supportive. Our lab tech is also on board, and we confirmed that we have many swabs and she ordered more from the state lab (free), also confirmed that all GC/CT testing is free through the state lab. **So we are starting right away.**”*

- Provider at Multnomah County Detention Center reporting back on actions taken after first detailing visit

Utah Public Health Detailing

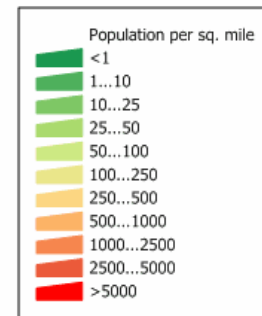
Kelsey Genovesse PA-C, MPAS

Director of Utah Public Health Detailing

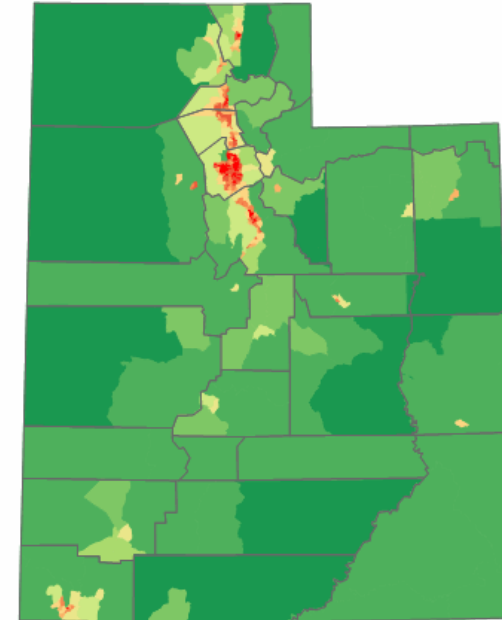
Salt Lake City, Utah

Program Background

- Utah has had a ten-year consistent increase in sexually transmitted infections and limited access to PrEP outside of Salt Lake City.
- The Utah Department of Health asked the Utah AETC in 2019 to try a Public Health Detailing/ Academic Detailing model to address these challenges.
- Just several weeks after the Detailing Institute in California in February 2020 the developing program had to shift to 100% virtual due to COVID



Source: U. S. Census Bureau
Census 2000 Summary File 1
population by census tract.



Program Development

- Goals of the program remained the same but moved everything to a digital format

Increase use of CDC STI Guidelines

Increase 3 site testing for Chlamydia/Gonorrhea

Increase use of PrEP

In Person	Digital
In office visits	Zoom
Schedule by phone	Calendly
Paper Handouts	PDFs w/ active links
Paper Surveys	Pre/Post Evals by Email

Program Implementation

- Our first detailing sessions were with experts on our topics
 - All our experts reported they learned something from the program & felt it would be incredibly useful for providers
- Created a flyer for our program that could be posted and shared virtually
 - We received interest from rural areas that would have taken well over a year to reach with an in-person model
- Used local conference attendee lists



PUBLIC HEALTH DETAILING FOR 2022

CONSULTATIONS CAN COVER:

- » Thorough sexual health history training
- » Reviewing newest guidelines for STIs and PrEP
- » Determine frequency of screening needed
- » Individual training for nPEP and PrEP
- » How to implement PrEP, a Grade A USPSTF recommendation; into your practice without causing additional burden

VISITS ARE:

- » Virtual with hope for in person training in the future
- » Set for 15 minutes
- » Offered six days a week
- » One on One so providers can have individual and customized information!
- » FREE! Sign up now ----->

Educational outreach for medical providers to help support the tireless dedication you have to Utah's patients and community.

The focus of this program is to increase providers use of evidence-based medicine recommendations for STI care, nPEP and PrEP to ultimately improve our communities' health.



Contact our Public Health Detailer today for your first visit! →



Kelsey Genovesse MPAS, PA-C
Public Health Detailer with AETC
University of Utah Health
kelsey.genovesse@hsc.utah.edu
801-585-2547



Networking Successes: Qualitative & Quantitative

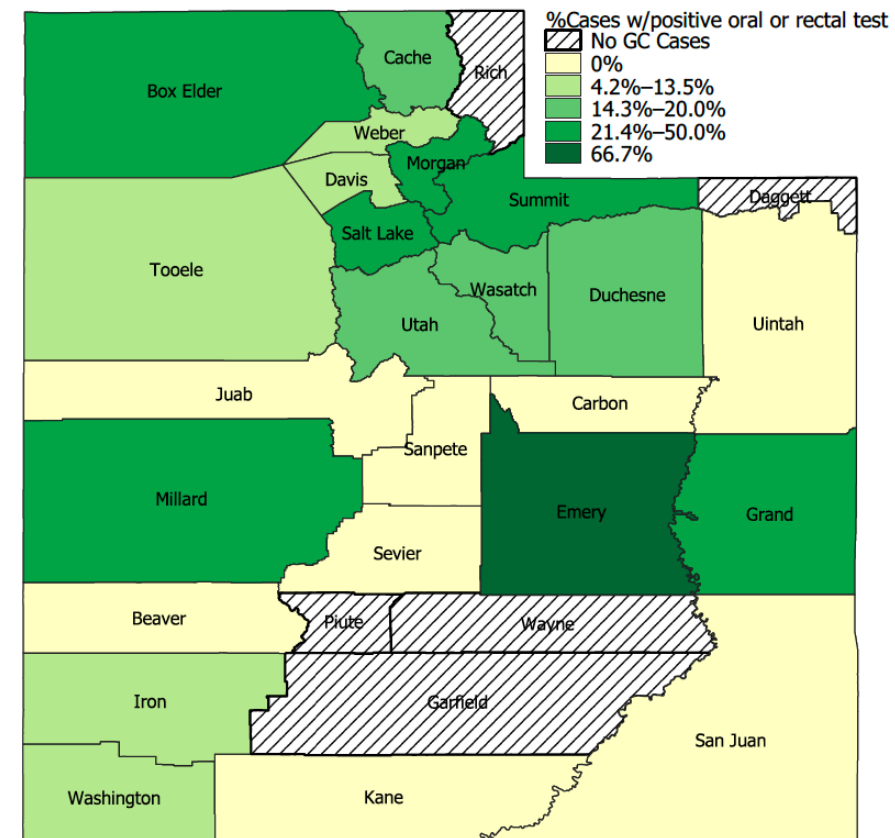
- 'Trickle down effect'
 - Sessions would create separate projects
 - These projects would create more referrals & program awareness
- Referral System
 - Experts referred providers into our program
 - Those providers share other possible providers or community groups

Effort	Result
Counties contacted	16
Number of attempted contacts	450
Detailing Sessions	54
Projects from Sessions	16

What's Next

- With our ability to meet anyone throughout the state we need to focus our efforts based on priority areas
- Consider 'clinic commitment' where all providers do one session
- As we navigate covid recommendations we are adding hybrid visits

Percent of Gonorrhea Cases Reported with a Positive Rectal or Oral Test by County, Utah, 2019



Conclusion

- Flexibility is key!
 - In person requires planning and TIME
 - Virtual allows for last minute meetings, changes, add ons
- Don't be afraid to make changes
 - Our email templates & handouts have been modified several times
 - Kelsey.Genovesse@hsc.Utah.edu
 - <https://medicine.utah.edu/internalmedicine/infectiousdiseases/uaetc/public-health-detailing.php>

Washington State HIV Prevention Detailing Program

Victor Ramirez, MSPH

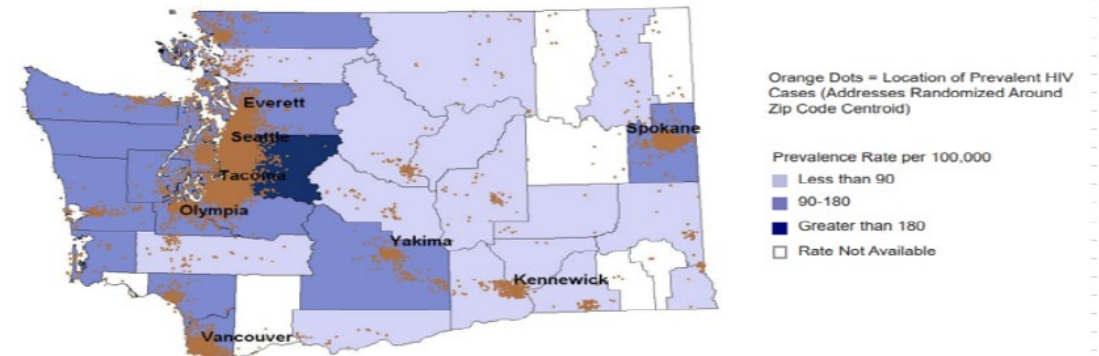
WA State Training Coordinator

Washington AETC

Program Background

- Specific parts of the state continue to have high HIV and STI rates .
- PrEP continues to be under-utilized by BIPOC patients.
- Combined AETC and EHE funding for the WA State and S. King County Programs.
- Planning began September 2020, with the intent of being a fully-remote program.

Figure 1. Prevalent HIV Cases and Prevalence Rates by County, 2019



Key Messages

- Take a thorough sexual history to identify patients who might benefit from PrEP.
- Offer PrEP to patients at risk for HIV infection.
- In particular, offer PrEP to BIPOC patients, patients with a recent bacterial STI or methamphetamine use, and transgender patients.
- Prescribe PrEP for 90 days at a time and screen for HIV/STIs quarterly, including three-site STI screening as appropriate.
- Use neutral language that is person first, culturally appropriate, and non-stigmatizing.

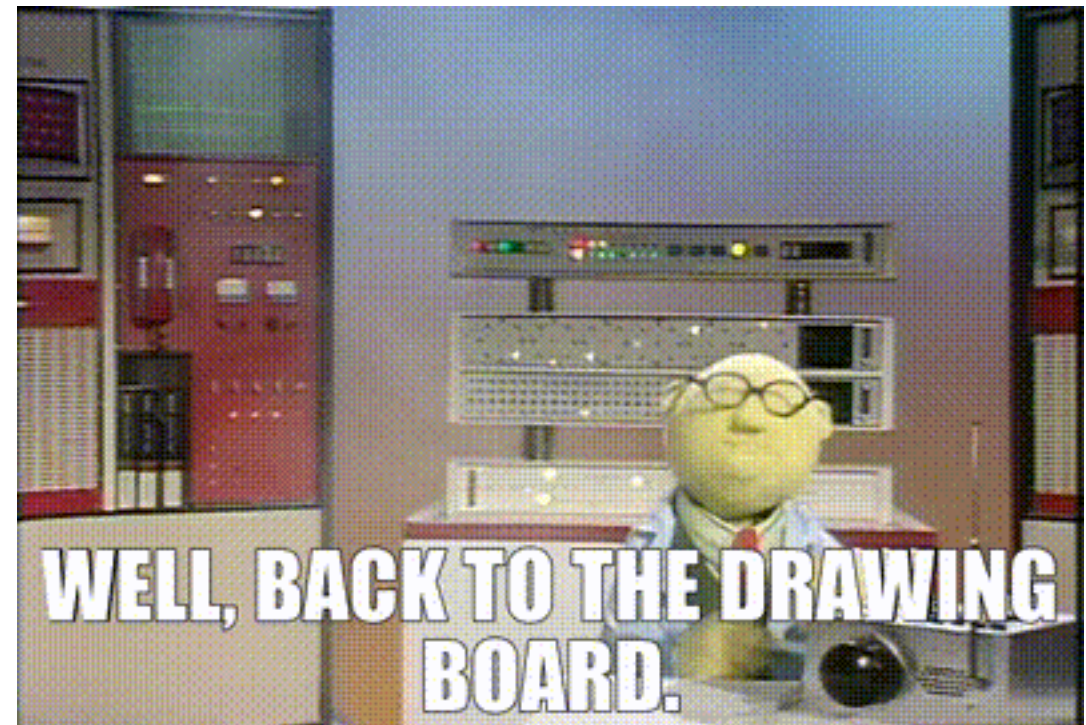
Program Implementation (1)

- Support from OR and UT AETC, SFDPH CBA, and NARCAD.
- Medical Director, 4 UW ID Fellows, 1 NP.
- Launched in March 2021.
 - 6 months to set up infrastructure, trainings, workflows.
- Outreach plan:
 - Through partners
 - Internal conference and webinar lists



Program Implementation (2)

- Medical Director, 2 detailers
- Outreach plan:
 - WA AETC listservs.
 - UW clinical staff
 - External clinical staff
 - MD, PA, NP, RN, MA, Case Managers
 - Through additional partners.
 - WA DOH and PHSKC
 - Created own marketing list through PrEP webinar.
- Increased uptake.



Program Marketing



MWAETC Webinar: PrEP for Prevention of HIV in the US - CDC 2021 PrEP Guidelines Update

Monday, January 31
12:00-1:30 PM PT

On December 8, 2021, the Centers for Disease Control and Prevention (CDC) published its updated [Clinical Practice Guideline for Preexposure Prophylaxis for HIV Prevention and Clinical Providers Supplement](#). The updated guideline and supplement reflect the latest science and are intended to help physicians effectively prescribe all FDA-approved pre-exposure prophylaxis (PrEP) medications to patients and increase PrEP use among all people who could benefit.

Key revisions in the guidelines include:

- A new recommendation for providers to inform all sexually active adults and adolescents about PrEP.
- A new recommendation for providers to prescribe PrEP to anyone who requests it.
- A new section on prescribing bimonthly intramuscular injections of cabotegravir (CAB) for sexually active men and women who could benefit from PrEP, pending FDA data review and potential regulatory action.

Join the Mountain West AETC as Dr. Joanne Stekler reviews the updated guidelines and responds to questions.

In addition to the clinical updates, participants will learn of ongoing training opportunities offered by the MWAETC, the Washington Department of Health and Public Health Seattle King County. Amongst those, the MWAETC **HIV Prevention Detailing Program**, a 1-on-1 coaching program for providers wishing to increase their knowledge and capacity on PrEP through individualized coaching, and the **Pharmacy Initiated PrEP and Retention (PIPAR) Webinar Series** that will highlight the steps needed for any pharmacy in the State of Washington to initiate a pharmacy-led PrEP and retention program at their location.



HIV Prevention Detailing Program

Free | Virtual | Brief | Individualized Coaching

Focused education, coaching, and resources for health care providers to support efforts to prevent HIV infection and promote sexual health.

HIV Prevention Detailing Program

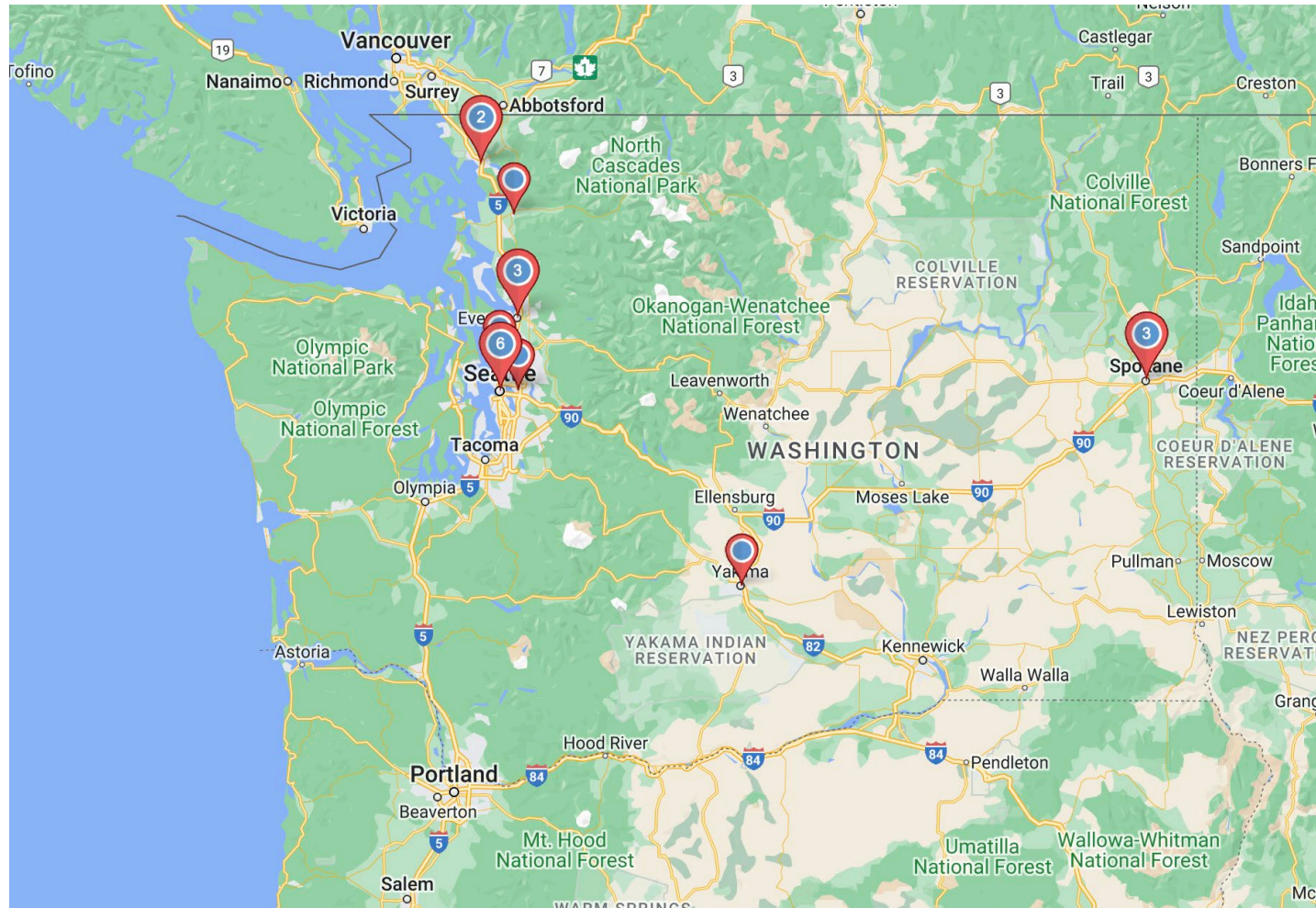
- Pre/Post Exposure Prophylaxis (PrEP/PEP)
- Sexual History Taking
- Sexual Orientation/Gender Identity (SOGI)
- STI Screening



mwaetc.org/washington-state-hiv-prevention-detailing-program

aetcinfo@uw.edu

WA State Detailing Visits



WASHINGTON STATE HIV PREVENTION DETAILING PROGRAM

[View](#) [Edit](#) [Delete](#) [Revisions](#)

Supporting Washington State goals to *End AIDS Washington*, and the U.S. Department of Health and Human Services strategy to *End the HIV Epidemic* by 2030, the **MWAETC Washington State HIV Prevention Detailing Program** provides focused education, technical assistance, and resources for primary care providers to support their efforts to reduce newly acquired HIV infections across Washington.

The goal of our program is to reduce HIV disparities and increase PrEP uptake among members of underserved and at-risk populations. This is achieved by supporting providers via personalized one-on-one education, tools, and resources to help increase their knowledge and comfort with HIV risk assessment and screening, sexual history taking, and PrEP prescribing.

Through a series of brief 15-minute structured virtual consultations by trained clinical experts, MWAETC faculty deliver individually tailored training and technical assistance, grounded in evidence-based clinical practice, to aid providers (physicians, physician assistants, nurse practitioners, nurses, administrators, pharmacists and other staff) in incorporating best practices in HIV Prevention into their clinical care.

MAKE AN APPOINTMENT

If you are a provider in Washington State:

South King County

If you are a provider in South King County, you can schedule an appointment by visiting our scheduling page.

Outside South King County

If you are a provider in the State of Washington, outside of South King County, you can schedule an appointment by visiting our scheduling page.

Consultations can cover:

- Sexual history taking
- PrEP guidelines and decision-making
- How to talk with your patients about PrEP
- Incorporating PrEP into your primary care practice
- Latest guidelines for STI screening and treatment

Visits are:

- FREE
- 15 minutes or less
- Easy to schedule, with multiple times to choose from
- One-on-One
- Individualized, with customized information
- Virtual

<https://mwaetc.org/washington-state-hiv-prevention-detailing-program>

WA State Program

<https://mwaetc-hiv-prevention-detailing.appointlet.com/>

The screenshot shows a web browser window with the URL mwaetc-hiv-prevention-detailing.appointlet.com. The page header includes the AETC Mountain West logo and the text "AIDS Education & Training Center Program" and "Mountain West AETC WA State HIV Prevention Detailing". Below the header, there are three tabs: "Times", "Information", and "Review". The "Times" tab is active, showing a calendar for the week of Feb 26, 2021, to Mar 5, 2021. The time zone is set to US/Pacific (3:30:54 PM). The calendar displays the following time slots:

Fri 2/26	Mon 3/1	Tue 3/2	Wed 3/3	Thu 3/4	Fri 3/5
10:30 AM	10:30 AM	7:30 AM	10:30 AM	7:00 AM	7:30 AM
11:00 AM	11:00 AM	8:00 AM	11:00 AM	7:30 AM	8:00 AM
11:30 AM	11:30 AM	8:30 AM	11:30 AM	8:00 AM	8:30 AM
12:00 PM	12:00 PM	12:00 PM	12:00 PM	8:30 AM	9:00 AM
12:30 PM	12:20 PM	12:20 PM	12:30 PM	9:00 AM	9:30 AM
1:00 PM	12:30 PM	12:40 PM	1:00 PM	9:30 AM	10:00 AM
1:30 PM	12:40 PM	1:00 PM	1:30 PM	10:00 AM	10:30 AM
2:00 PM	1:00 PM	1:20 PM	2:00 PM	10:30 AM	11:00 AM

Lessons Learned and What's Next?

- Clinical and non-clinical detailing.
- Don't be afraid to change approach.
- Planning and logistics takes time and effort.
- Marketing, marketing, and marketing.
 - If you build it, it doesn't mean that anyone will come.
- Increased collaboration with local health jurisdictions.
- Increased collaboration with WA DOH.
- Professional associations.

Round Table Discussion

What were some of the challenges you experienced getting people to engage with you for the detailing work?

What kinds of things get providers excited during your meetings?

Were there things that surprised you about the detailing or that were unexpected when engaging with folks?

How do you work with resistance when a provider doesn't want to adopt or implement the recommendations being made? What are their priorities?

What are some strategies for sustainability?

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Q & A

Acknowledgment

This Mountain West AIDS Education and Training (MWAETC) program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$2,908,478 with 0% financed with non-governmental sources.

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