

Standardizing the Use of Academic Detailing to Improve Quality

Highlights of Project Findings

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Acknowledgement & Authors

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Authors:

Michael A. Fischer, MD, MS, Brigham and Women's Hospital

Lisa G. Harrison, MSN, University of Connecticut

Nicole E. Miller, BScN(c), University of Connecticut

Maryanne S. Pappas, MS, FNP-BC, University of Connecticut

Thomas J. Van Hoof, MD, EdD, University of Connecticut

James Song-Jeng Yeh, MD, Brigham and Women's Hospital

Methods Overview

- Phase 1: Systematic review of 106 studies of academic detailing to collect information about:
 - Content discussed during visits
 - Clinicians being visited
 - Communication process underlying visits
 - Change agents making visits
- Phase 2: Expert consensus process about review findings

What information or interventions were outreach workers providing through visits?

Documentation: 100%

- Clinician education (87%)
- Performance feedback (72%)
- Recommendations about practice change (63%)
- Patient education (31%)
- Other (62%)

What outcomes were outreach workers trying to change as a result of personal visits?

Documentation: 100%

- Clinician knowledge or awareness (7%)
- Clinician skill (<1%)
- Clinician behavior or performance (92%)
- Patient outcomes (43%)
- Other (12%)

Did the outreach workers offer the same information to all providers or did they tailor the information in some way?

Documentation: 92%

- Information with tailoring (70%)
- Information without tailoring (30%)

How did the study select providers to participate?

Documentation: 100%

- Geographical area or organization (99%)
- Specialty (84%)
- Study criteria (52%)
- Patient population (17%)
- Pattern of care (15%)

What was the number, frequency, and duration of visits?

Documentation: 89%, 70%, and 59%

Number of visits

Mean: 2.8

Median: 2

Mode: 1

Range: 1-50

Frequency of visits

> 1 visit: 41%

Mean: 3.5 months

Median: 3 months

Mode: 6 months

Range: Daily- 7 mos.

Duration of visits:

Mean: 90 minutes

Median: 60 minutes

Mode: 60 minutes

Range: 7 minutes – 2 days

Over what period of time (in months) did outreach workers make personal visits?

Documentation: 76%

(For the 45% studies that involved more than one visit)

- Mean: 7.4
- Median: 6
- Mode: 6
- Range: 0.5-18.0

With whom did outreach workers meet during in-person visits?

Documentation: 98%

- Clinicians (99%)
- Non-clinical staff (20%)
- Others (10%)

How did outreach workers meet with providers during in-person visits?

Documentation: 98%

- One-on-one (100%)
- Group (<1%)

Besides visits, in what other ways did outreach workers communicate with providers?

Documentation: 41%

- Mail (54%)
- Phone (37%)
- Other (21%)
- Email (7%)

What qualifications did outreach workers have?

Documentation: 90%

- Physician (40%)
 - Pharmacist (34%)
 - Nurse (27%)
 - Public health (2%)
 - Other (30%)
- Multiple workers (13%)
- Team approach (10%)

Did outreach workers have special training for the study specifically?

- Yes (45%)
- No or not documented (55%)

Did the outreach workers have the same employer as the providers?

Documentation: 36%

- Yes (21%)
- No (79%)

Thank you!

Any questions?

Tom Van Hoof
tom.vanhoof@uconn.edu