

Alternative Methods for Disseminating Evidence-Based Prescription Drug Information among Primary Care Clinicians in Rural Oregon: The Rural Oregon Academic Detailing Project (ROAD)

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BACKGROUND

- While most clinicians embrace an evidence-based approach to prescribing, the literature suggests prescription drug use is highly variable and often suboptimal
- Translation of synthesized evidence is a critical barrier to realizing the potential of recent investments in comparative effectiveness research
- Academic Detailing is one potential mechanism to accelerate the translation of new evidence as well as provide a counterbalance to commercially developed information

What is Academic Detailing?

- The term Academic Detailing was coined over 30 years ago by Jerry Avorn, MD and is commonly defined by an educational outreach service for clinicians that delivers:
 - Up-to-date, non-commercial, evidence-based clinical information
 - In a user friendly format that stresses personal interactions between the academic detailer and the clinician
- Despite heterogeneity in approaches and targets, Cochrane systematic reviews suggest academic detailing programs are effective at changing behavior

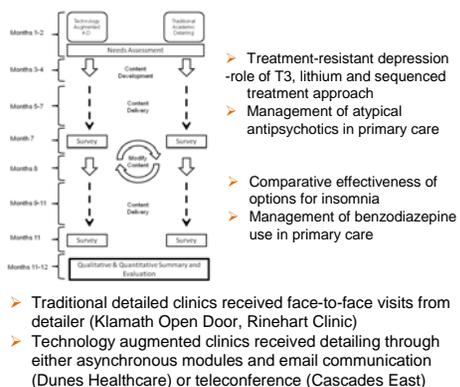
OBJECTIVE

- Academic detailing is a labor intensive operation especially when clinical sites are widely dispersed
- The goal of our project was to evaluate the effectiveness of different models of delivering academic detailing to primary care clinics in rural Oregon

SETTING



MODELS AND MESSAGES



PRODUCTS AND RESULTS

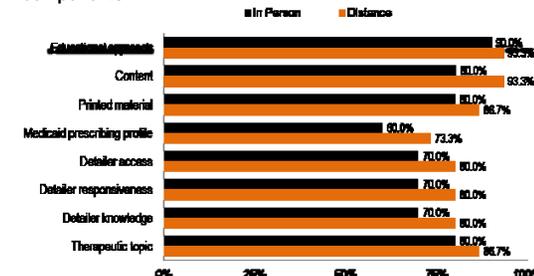
- Participating clinicians were surveyed at midpoint (6 months) and following last detailing session
- Response rates were (25/41) 61% and (32/41) 78%

Online Modules

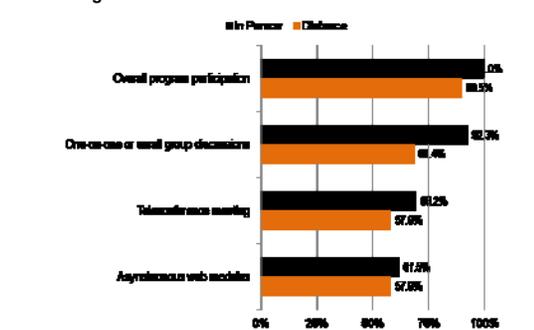
Handouts

Prescribing Reports

% who were satisfied or very satisfied with ROAD service components



% likely to or definitely will participate in future academic detailing activities



DISCUSSION

- ROAD project was well received and participants reported information likely would change their prescribing
- Distance approaches were perceived less favorably
- This observation may reflect the importance of developing relationships with clinicians to program success

