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Introduction

What is Academic Detailing?

1. A service-oriented outreach education for health care professionals by health care professionals; leveraging the one-on-one communication approach of pharmaceutical industry detailers combined with the evidence-based, non-commercial aims of academic groups, research, and development centers.

2. A quality-oriented approach that helps providers make appropriate clinical decisions, ideally based on the best available safety, efficacy, and cost-effectiveness data.

Why Use Academic Detailing?

- Provides access to balanced evidence-based information in an effective and impactful way.
- Through dialogue with providers, academic detailing can improve patient care and health outcomes – aligning the interests of patients, providers, and payers.
- Health care organizations are challenged with inefficient and ineffective use of therapies – academic detailing can help reduce this strain.
- Many providers appreciate information on effective, safer, or cost effective treatment options.
- Proven method of providing evidence-based information in an impactful way.

What is the Academic Detailing Process?

- In-person educational outreach.
- Information is provided interactively so the detailer can meet the needs of the provider and truly understand their working environment, patient population, and resource availabilities.
What is VA Academic Detailing Service (ADS)?

The Department of Veterans Affairs (VA) Pharmacy Benefits Management (PBM) Academic Detailing Service (ADS) is designed to provide a centralized matrix model for developing and supporting core elements of academic detailing (AD) programming across the Veterans Health Administration (VHA). In March 2015, the Undersecretary for Health issued a memorandum requiring implementation of AD programs throughout the VHA.

The mission of the ADS is to enhance Veteran outcomes by empowering clinicians and promoting the use of evidence-based treatments using the intervention of AD by clinical pharmacy specialists. AD is a service for clinicians, by clinicians, that provides individualized, face-to-face outreach, to encourage evidence-based decision making to improve Veteran health.
Goal of Academic Detailing

“To close the gap between the best available science and actual prescribing practice, so that each prescription is based only on the most current and accurate evidence about efficacy, safety, and cost-effectiveness.”

Dr. Jerry Avorn
Detailer Materials

What is Academic Detailing

Classification: Provider Education
File Name: Academic Detailing – Provider – What is Academic Detailing
IB&P Number: IB 10-938; P96819

VA Academic Detailing Implementation Guide

Classification: Provider Education
File Name: Academic Detailing – Detailer – Academic Detailing Implementation Guide
IB&P Number: IB 10-960; P96842

Educational Material Catalog

Classification: Provider Education
File Name: Academic Detailing – Detailer – Academic Detailing Catalog
IB&P Number: IB 10-963; P96846
Provider Materials

**Recovery**
*Alcohol Use Disorder*
Leading the Change in the Treatment of Alcohol Use Disorder (AUD)

Classification: Provider Educational Guide
File Name: AUD – Provider AD – Educational Guide
IB&P Number: IB 10-702; P96706

**Alcohol Use Disorder**
Leading the Change in the Treatment of Alcohol Use Disorder (AUD)

Classification: Provider Quick Reference Guide
File Name: AUD – Provider AD – Quick Reference Guide
IB&P Number: IB 10-703; P96707

**Alcohol Size Handout**

Classification: Provider Handout
File Name: AUD – Provider – Alcohol Size Handout
IB&P Number: IB 10-704; P96708

**Steps of the Brief Intervention Handout**

Classification: Provider Handout
File Name: AUD – Provider – Brief Interventions Handout
IB&P Number: IB 10-708; P96712

**Female AUDIT-C Risk Card Handout**

Classification: Provider Handout
File Name: AUD – Provider – Risk Card (Female) Handout
IB&P Number: IB 10-347; P96403
Patient Materials

Acamprosate
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Acamprosate Factsheet
IB&P Number: IB 10-708; P96712

WITH HIV (IB 10-942; P96823)  I  WITH HCV (IB 10-948; P96830)

Baclofen
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Baclofen Factsheet
IB&P Number: IB 10-709; P96713

WITH HIV (IB 10-943; P96824)  I  WITH HCV (IB 10-949; P96831)

Disulfiram
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Disulfiram Factsheet
IB&P Number: IB 10-710; P96714

WITH HIV (IB 10-944; P96825)  I  WITH HCV (IB 10-950; P96832)
**Gabapentin**
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Gabapentin Factsheet
IB&P Number: IB 10-711; P96715

*WITH HIV* (IB 10-945; P96826)  |  *WITH HCV* (IB 10-951; P96833)

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**Naltrexone**
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Naltrexone Factsheet
IB&P Number: IB 10-712; P96716

*WITH HIV* (IB 10-946; P96827)  |  *WITH HCV* (IB 10-952; P96834)

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**Topiramate**
Treatment for Alcohol Use Disorder

Classification: Patient Factsheet
File Name: AUD – Patient AD – Topiramate Factsheet
IB&P Number: IB 10-713; P96717

*WITH HIV* (IB 10-947; P96828)  |  *WITH HCV* (IB 10-959; P96841)
Provider Materials

Re-evaluating the Use of Second Generation Antipsychotics: A VA Clinician’s Guide

Classification: Provider Educational Guide
File Name: AP Off - Provider AD - Educational Guide - Use of Second Generation Antipsychotics
IB&P Number: IB 10-768; P96768

Re-evaluating the Use of Second Generation Antipsychotics: A Quick Reference Guide

Classification: Provider Quick Reference Guide
File Name: AP Off - Provider AD - Quick Reference Guide - Evaluating Use of Antipsychotics Re-Evaluating
IB&P Number: IB 10-767; P96767

Antipsychotic Management Pocket cards
CATIE: Changes in Total Cholesterol, Triglyceride, and Glucose Levels

Classification: Provider Pocketcards
File Name: MAP – Provider AD – Antipsychotic Management Pocketcards
IB&P Number: IB 10-737; P96741

Evidence-Based Best Practices for the Monitoring and Management of Metabolic Effects of Antipsychotics

Classification: Provider Factsheet
File Name: MAP – Provider AD – Antipsychotic Management Factsheet
IB&P Number: IB 10-738; P96742
Patient Materials

Patient Antipsychotic Monitoring Handout

Classification: Patient Handout
File Name: MAP – Patient AD – Antipsychotic Monitoring Handout
IB&P Number: IB 10-740; P96744
Acute Respiratory Infections

Provider Materials

**Acute Respiratory Tract Infections: Clinical Guide**

Classification: Provider Educational Guide
File Name: ARI – Provider – ARI Provider Guide
IB&P Number: IB 10-1011; P96879

**Acute Respiratory Infections Quick Reference Guide:**
Identification and Management of Acute Respiratory Tract Infections (ARI) Without Overusing Antibiotics

Classification: Provider Quick Reference Guide
File Name: ARI – Provider – ARI Quick Reference Guide
IB&P Number: IB 10-1010; P96878

Patient Materials

**Antibiotics Aren’t Always the Answer**

Classification: Patient Brochure
File Name: ARI – Patient– ARI Patient Handout
IB&P Number: IB 10-1113; P98021
Provider Materials

Re-evaluating the Use of Benzodiazepines: A Focus on High-risk Populations

Classification: Provider Educational Guide
File Name: BZD – Provider AD – Education Guide
IB&P Number: IB 10-928; P96810

Re-evaluating the Use of Benzodiazepines: A Quick Reference Guide

Classification: Provider Quick Reference Guide
File Name: BZD – Provider AD – Quick Reference Guide
IB&P Number: IB 10-929; P96811

Benzodiazepine Risks
Are you Aware of the Possible Risks from Taking Benzodiazepines?

Classification: Patient/Provider Quick Start Guide
File Name: BZD – Patient/Provider AD – Quick Start Guide
IB&P Number: IB 10-953; P96835

Please also refer to: Ins – Provider – BZD Risk Shared Decision Making Handout
Slowly Stopping Benzodiazepines
Helpful Tips to Getting Off Your Benzodiazepine Successfully

Classification: Patient Factsheet
File Name: BZD – Patient – Benzodiazepine Taper Tool
IB&P Number: IB 10-954; P96836

Please also refer to:

- Ins – Patient – BZD- Risk Questionnaire
- MJ-Marijuana Use – Patient Discussion Tool
- Pain – Patient – Opioid Benzo Direct to Consumer Brochure
- PTSD – NCPTSD Patient – Benzodiazepines and PTSD
Provider Materials

Management of Behavioral and Psychological Symptoms of Dementia (BPSD)

Classification: Provider Educational Guide
File Name: Dementia – Provider – Evidence Document
IB&P Number: IB 10-956; P96838

Managing Dementia from Diagnosis to Routine Management

Classification: Provider Educational Guide
File Name: Dementia – Provider – Dementia Provider Guide
IB&P Number: IB 10-955; P96837

Patient Materials

Be in the Know, Medications for Dementia

Classification: Patient Factsheet
File Name: Dementia – Patient – Medication Discussion and Plan
IB&P Number: IB 10-1007; P96874
Provider Materials

**Combating Treatment-Resistant Depression (TRD)**
*VA Clinician’s Guide to Managing TRD (2014)*

Classification: Provider Educational Guide
File Name: DEP – Provider AD – Educational Guide
IB&P Number: IB 10-722; P96726

**Clinical Pearls for Depression Management**
*A Quick Reference Guide (2014)*

Classification: Provider Quick Reference Guide
File Name: DEP – Provider AD – Quick Reference Guide
IB&P Number: IB 10-723; P96727

Patient Materials

**Answering Your Questions**
*About Antipsychotic Medicine and Depression*

Classification: Patient Brochure
File Name: DEP – Patient AD – Antipsychotic Med and Depression Brochure
IB&P Number: IB 10-726; P96730

**What You Should Know About the Benefits of Exercise in Depression?**

Classification: Patient Brochure
File Name: DEP – Patient AD – Exercise and Depression Brochure
IB&P Number: IB 10-727; P96731
Provider Materials

Headaches
Streamlining the Treatment of a Common Complaint

Classification: Provider Educational Guide
File Name: Pain – Provider – Headache Provider Educational Guide
IB&P Number: IB 10-940; P96821

Headaches
Streamlining the Treatment of a Common Complaint

Classification: Provider Quick Reference Guide
File Name: Pain – Provider- Headache Quick Reference Guide
IB&P Number: IB 10-941; P96822

Patient Materials

Headaches
What Can You Do to Ease the Pain

Classification: Patient Brochure
File Name: Pain – Patient – Headache Patient Brochure
IB&P Number: IB 10-970; P96851
Provider Materials

**Pre-Exposure Prophylaxis**
Reducing Human Immunodeficiency Virus (HIV) Risk with Pre-Exposure Prophylaxis (PrEP)

Classification: Provider Educational Guide
File Name: HIV/Prep – Provider AD – Clinical Guide
IB&P Number: IB 10-1013; P96881

**Pre-Exposure Prophylaxis**
Reducing Human Immunodeficiency Virus (HIV) Risk with Pre-Exposure Prophylaxis (PrEP)

Classification: Provider Quick Reference Guide
File Name: HIV/Prep – Provider AD – Quick Reference Guide
IB&P Number: IB 10-1012; P96880

Patient Materials

**Are You PrEPared to Prevent HIV?**

Classification: Patient Brochure
File Name: HIV/Prep – Patient AD – Patient Handout
IB&P Number: IB 1014; P96882
Provider Materials

Chronic Insomnia

Classification: Provider Educational Guide
File Name: INS – Provider AD – Educational Guide
IB&P Number: IB 10-731; P96735

Clinical Pearls to Manage Chronic Insomnia

Classification: Provider Quick Reference Guide
File Name: INS – Provider AD – Quick Reference Guide
IB&P Number: IB 10-732; P96736

Cognitive Behavioral Therapy for Insomnia
Fact Sheet For Clinicians

Classification: Provider Factsheet
File Name: INS – Provider – CBTI Factsheet
IB&P Number: IB 10-733; P96737

Shared Decision Making Series

Classification: Provider Factsheet
File Name: Ins - Provider - BZD Risk Shared Decision Making Handout
IB&P Number: IB 10-736; P96740
Patient Materials

Cognitive Behavioral Therapy for Insomnia
Helping Veterans Get Back to Sleep

Classification: Patient Brochure
File Name: INS – Patient – CBTI Brochure
IB&P Number: IB 10-734; P96738

You May Be at Risk (EMPOWER for Veterans)
You are currently taking a sedative-hypnotic drug
Benzodiazepine Risk Questionnaire

Classification: Patient Questionnaire/Factsheet
File Name: INS – Patient – BZD Risk Questionnaire
IB&P Number: IB 10-735; P96739
Provider Materials

**VA OEND Program Quick Reference Guide**

Classification: Provider Quick Reference Guide  
File Name: OEND – Provider – Quick Reference Guide_V2  
IB&P Number: IB 10-788; P96790

**Provider DVD: VA Overdose Rescue with Naloxone**

Classification: DVD  
File Name: OEND – Patient – Provider DVD: VA Overdose Rescue with Naloxone  
IB&P Number: IB 10-770; P96764

Patient Materials

**Naloxone Instructions**

**Naloxone Nasal Spray 4 mg Instructions – Pocket Card**

Classification: Patient Brochure  
File Name: OEND – Patient – OEND Patient Brochure – Pocket Card  
IB&P Number: IB 10-926; P96808

**Opioid Overdose Rescue with Naloxone: Auto-Injector Kit Instructions_v2**

Classification: Patient Brochure  
File Name: OEND – Patient – Naloxone Kit Instructions – Auto-Injector_V2  
IB&P Number: IB 10-780; P96782
Opioid Safety: Opioid Overdose Prevention for Naloxone Kits_V2

Classification: Patient Brochure
File Name: OEND – Patient – Opioid Safety Naloxone Kit Brochure_V2
IB&P Number: IB 10-787; P96789

Patient Guides

My Pain Medication: Am I at Risk for an Accidental Drug Poisoning?

Classification: Patient Brochure
File Name: OEND - Patient - Direct to Consumer Patient Brochure
IB&P Number: IB 10-921; P96803

Opioid Safety (for Patients on Opioids)_v2

Classification: Patient Brochure
File Name: OEND - Patient - Opioid Safety for Patients on Opioids Brochure_v2
IB&P Number: IB 10-784; P96786

Opioid Safety for Patients on Opioids Brochure Spanish_v2

“Security with the Use of Opioids”

Classification: Patient Brochure
File Name: OEND - Patient - Opioid Safety for Patients on Opioids Brochure Spanish_v2
IB&P Number: IB 10-783; P96785
Opioid Overdose Prevention (for Patients with SUD)_v2

Classification: Patient Brochure
File Name: OEND - Patient - Opioid Safety for Patients with SUD Brochure_v2
IB&P Number: IB 10-786; P96788

Opioid Overdose Prevention (for Patients with SUD)
Spanish _v2

Classification: Patient Brochure
File Name: OEND - Patient - Opioid Safety for Patients with SUD Brochure_v2
IB&P Number: IB 10-785; P96787

Patient DVD: VA Overdose Rescue with Naloxone

Classification: DVD
File Name: OEND – Patient – Patient DVD: VA Overdose Rescue with Naloxone
IB&P Number: IB 10-769; P96763
Provider Materials

Opioid Use Disorder

Classification: Provider Educational Guide
File Name: OUD – Provider AD – Educational Guide
IB&P Number: IB 10-933; P96813

Opioid Use Disorder
Identification and Management of Opioid Use Disorder

Classification: Provider Quick Reference Guide
File Name: OUD – Provider AD – Quick Reference Guide
IB&P Number: IB 10-932; P96812

Patient Materials

Opioids: Do You Know the Truth About Opioid Use Disorder?

Classification: Patient Brochure
File Name: OUD – Patient AD – Direct to Consumer Brochure
IB&P Number: IB 10-937; P96829
Provider Materials

**Opioid Dose Adjustments**

Examples of Opioid Rotations and Dose Reduction Strategies

Classification: Provider Factsheet
File Name: PAIN – Provider AD – Opioid Dose Reduction Factsheet
IB&P Number: IB 10-696; P96701

**Suicide and Patients with Chronic Pain**

Classification: Provider Factsheet
File Name: PAIN – Provider AD – Chronic Pain and Suicide
IB&P Number: IB 10-903; P96770

**Opioid Taper Decision Tool**

Classification: Provider Factsheet
File Name: Pain – Provider AD – Opioid Taper Decision Tool Factsheet
IB&P Number: IB 10-939; P96820

**Acute Pain Management**

Meeting the Challenges

Classification: Provider Education Guide
File Name: Pain - Provider - Acute Pain Provider Educational Guide
IB&P Number: IB 10-998; P96864
Pain: Transforming the Treatment of Pain (2017) V2
Classification: Provider Quick Reference Guide
File Name: Pain - Provider AD - Quick Reference Guide v2
IB&P Number: IB 10-999; P96865

Transforming the Treatment of Chronic Pain
Moving Beyond Opioids
Classification: Provider Education Guide
File Name: Pain - Provider AD - Chronic Pain Provider Educational Guide
IB&P Number: IB 10-1000; P96866

Opioid Medication Risks
Do You Know the Possible Risks from Taking Opioids?
Classification: Provider Education Guide
File Name: Pain – Provider- Opioid Risk Discussion Tool
IB&P Number: IB 10-1015; P96883

Patient Materials

Taking Opioids Responsibly for Your Safety and for the Safety of Others
Classification: Provider Guide
File Name: Pain – Patient AD – Taking Opioids Responsibly
IB&P Number: IB 10-791; P96791
Do You Take Both Opioids and Benzodiazepines?
Patient Brochure

Classification: Patient Brochure
File Name: Pain - Patient - Opioid Benzo Direct to Consumer Patient Brochure
IB&P Number: IB 10-924; P96806

Marijuana: Natural = Safe, Right?

Classification: Patient Factsheet
File Name: Marijuana Use: Patient Discussion Tool
IB&P Number: IB 10-927; P96809

Slowly Stopping Opioid Medications
Helpful Tips to Getting Off Your Opioid Successfully

Classification: Patient Factsheet
File Name: Pain – Patient – Slowly Stopping Opioids
IB&P Number: IB 10-1016; P96884

Pain
New Ways to Treat a Common Problem

Classification: Patient Factsheet
File Name: Pain – Patient – Pain Information Guide
IB&P Number: IB 10-1017; P96885
Provider Materials

A VA Clinician’s Guide to Managing Posttraumatic Stress Disorder
Improving Quality of Life Through the Use of Evidence-Based Medicine

Classification: Provider Educational Guide
File Name: PTSD – Provider AD – Educational Guide
IB&P Number: IB 10-751; P96755

Clinical Pearls for Posttraumatic Stress Disorder (PTSD) Management

Classification: Provider Quick Reference Guide
File Name: PTSD – Provider AD – Quick Reference Guide
IB&P Number: IB 10-752; P96756

Evidence-Based Psychotherapy and the Treatment of Posttraumatic Stress Disorder (PTSD) Frequently Asked Questions

Classification: Provider Factsheet
File Name: PTSD – Provider AD – CPT Factsheet
IB&P Number: IB 10-753; P96757

Effective Treatments for PTSD: Helping Patients Taper from Benzodiazepines

Classification: Provider Factsheet
File Name: PTSD_NCPTSD Provider Helping Patients Taper BZD
IB&P Number: IB 10-910; P96798
Patient Materials

What is PTSD?
Classification: Patient Brochure
File Name: PTSD – Patient – What is PTSD Brochure
IB&P Number: IB 10-756; P96759

Understanding Your Sleep Medicine
Classification: Patient Brochure
File Name: PTSD – Patient – Sleep Medicine Brochure
IB&P Number: IB 10-755; P96758

Sound Familiar?
Classification: Patient Poster
File Name: PTSD NCPTSD Poster PTSD SoundFamiliar
IB&P Number: IB 10-906; P96794

Things Change – Including Your PTSD Medication
Classification: Patient Poster
File Name: PTSD NCPTSD Poster PTSDThingsChange
IB&P Number: IB 10-907; P96795
Effective Treatment for PTSD

Classification: Patient Brochure
File Name: PTSD NCPTSD Patient Effective Treatment for PTSD
IB&P Number: IB 10-908; P96796

Benzodiazepines and PTSD

Classification: Patient Brochure
File Name: PTSD NCPTSD Patient Benzodiazepines and PTSD
IB&P Number: IB 10-909; P96797

Effective Treatments for PTSD
Consider Cognitive Behavioral Therapy (CBT) as First Line

Classification: Patient Factsheet
File Name: PTSD NCPTSD Patient Effective Treatment for PTSD
IB&P Number: IB 10-911; P96799

PTSD Treatment Works
What are my Treatment Options?

Classification: Patient Factsheet
File Name: PTSD NCPTSD Poster Treatment Works
IB&P Number: IB 10-912; P96800
Provider Materials

**Maintenance Treatment of Schizophrenia**
*VA Clinician’s Guide to the Treatment of Schizophrenia from Initial Antipsychotic Selection to Treatment Resistance*

Classification: Provider Educational Guide  
File Name: SCH – Provider AD – Educational Guide – Treatment of Schizophrenia  
IB&P Number: IB 10-765; P96765

**Clinical Pearls to Manage Schizophrenia**
*A Quick Reference Guide*

Classification: Provider Educational Guide  
File Name: SCH – Provider AD – Quick Reference Guide Schizophrenia  
IB&P Number: IB 10-766; P96766

**Clinical Pearls to Manage Clozapine**
*A Quick Reference Guide*

Classification: Provider Quick Reference Guide  
File Name: SCH – Provider AD – Quick Reference Guide – Clozapine_V2  
IB&P Number: IB 10-758; P96761

Patient Materials

**What You Should Know About Clozapine_V2**

Classification: Patient Brochure  
File Name: SCH – Patient AD – Clozapine Brochure_V2  
IB&P Number: IB 10-905; P96793
Provider Materials

**Prescription Stimulants**

*VA Clinician's Guide to Re-evaluating Use of Prescription Stimulants for Adult Attention-Deficit/Hyperactivity Disorder (2017)*

Classification: Provider Educational Guide
File Name: Stimulant – AD Provider – Stimulant Educational Guide
IB&P Number: IB 10-1005; P96871

**Prescription Stimulants: Quick Reference Guide**

*Re-evaluating use of Prescription Stimulants for Adult Attention-Deficit/Hyperactivity Disorder (ADHD)*

Classification: Provider Quick Reference Guide
File Name: Stimulant – AD Provider – Stimulant Quick Reference Guide
IB&P Number: IB 10-1006; P96872
Provider Materials

Suicide Prevention
Take Action, Save a Life

Classification: Provider Educational Guide
File Name: Suicide – Provider – Discussion Guide
IB&P Number: IB 10-1135; P96898
Contact us!

ADS Public Facing Website: http://www.pbm.va.gov/PB-M/academicdetailingservice/AboutUs.asp

Email: PharmacyAcademicDetailingProgram@va.gov