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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.
Introduction

What is VA Academic Detailing

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.

Service (ADS)?

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.
Introduction

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
Alcohol Use Disorder

Male AUDIT-C Risk Card Handout

Classification: Provider Handout
File Name: AUD – Provider – Risk Card (Male) Handout
IB&P Number: IB 10-346; P96402

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) | **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) | **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) | **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)  I  WITH HCV (IB 10-951; P96833)

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)  I  WITH HCV (IB 10-952; P96834)

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)  I  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
Antipsychotics

Miami: MIRECC Initiative on Antipsychotic Management Improvement

Classification: Provider Booklet
File Name: MAP – Provider – Miami MIRECC Initiative AP Management Booklet
IB&P Number: IB 10-739; P96743

Patient Materials

Patient Antipsychotic Monitoring Handout

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

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

Clinical Pearls for Depression Management

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
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

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**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

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**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

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**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/Opioid Safety Initiative**

**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**
*A Quick Reference Guide (2014)*

Classification: Provider Quick Reference Guide
File Name: PTSD – Provider AD – Quick Reference Guide
IB&P Number: IB 10-752; P:96756

**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
Post-Traumatic Stress Disorder

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
A 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
Ready to Order?

https://vaww.portal2.va.gov/sites/ad/SitePages/Print%20Requests%20V2.asp

Contact us!

ADS SharePoint Page: https://vaww.portal2.va.gov/sites/ad/SitePages/Home.aspx

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

Email: PharmacyAcademicDetailingProgram@va.gov