

Research to Help Underserved Populations

Innovative Adaptation and Dissemination of AHRQ Comparative Effectiveness Research Products

A National Academic Detailing Resource to Adapt and Disseminate CER findings

Description

Academic detailing (AD) provides clinicians with non-commercial, evidence-based information about optimal clinical care, presented to them interactively in their offices, with the specific goal of improving medical decisions. Since AD was developed in the late 1970s, a moderate number of organizations initiated AD programs, but these were usually small programs that did not coordinate their activities and often were not even aware of the existence of other programs. Although many such activities are quite successful, considerably greater efficiency and synergy could be realized if a widely available common resource could train personnel in the techniques of AD, develop engaging educational materials, and deliver the messages to prescribers.

The purpose of this project was to create a resource center that would assist groups that were using or planning to use academic detailing as a means to improve quality of care.

Project Aims

The project aims were to:

- 1) Establish a network of organizations seeking to integrate CER findings into their own settings.
- 2) Adapt and develop evidence-based materials for use in academic detailing programs.
- 3) Create a national resource to provide training in techniques and content of academic detailing.
- 4) Evaluate the qualitative and quantitative outcomes of academic detailing programs.
- 5) Communicate lessons learned, identify best practices, and foster interaction among programs.

Findings

Hundreds of individuals and organizations learned about academic detailing as a quality improvement tool, and a network of organizations was created, with periodic virtual meetings leading to a national conference series. The training curriculum was conducted six times, training over 100 personnel from several programs. Assistance was provided to individual organizations that helped them create new AD programs or identify elements of existing programs that could be expanded or improved. Many organizations have requested assistance with AD and other related educational activities to improve the health care processes and outcomes.

Publications: None as of 12/19/2014

Study Populations

Programs at the local, state, and federal level

Health Condition Addressed

Potentially applicable to all disease states and areas of clinical focus

Dissemination Tool and/or Method

Resource Center for Academic Detailing

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