

Legislative Update  
**The Vermont Academic Detailing Program**  
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**Definition**

- Academic Detailing (AD) is evidence-based prescriber education and support, typically delivered in the prescriber's office with a goal of promoting effective prescribing

**Background**

- Prescribers are deluged with marketing messages from the pharmaceutical industry both directly and indirectly through direct-to-consumer advertising
- Academic detailing balances those marketing messages with unbiased information supported by medical research
- The effectiveness of AD is supported by a body of research

**Vermont AD Program Overview**

- Offered by the University of Vermont's Office of Primary Care with funding from public and private sources, including the State of Vermont.
- The program receives no funding from the pharmaceutical industry and none of the academic detailers have conflicts of interest with the pharmaceutical industry
- Longest running university-based AD program in the country; in operation since 1999
- Targeted primarily at primary care practices
- Has an interprofessional focus across medicine, nursing, pharmacy, complementary and alternative medicine, and other disciplines
- Broad representation through a board of advisors
- Collaboration with other states and countries regarding content development and training new detailers from around the country

*The goal of the VT Academic Detailing program is to improve the health of Vermonters through the adoption of evidence-based and best-practice non-pharmacologic and pharmacologic treatments by Vermont's health care providers*

**Recent VTAD topics**

Diabetes, Low Back Pain, Migraine, Atypical antipsychotics, Insomnia, ADHD, Discontinuing Meds, Anticoagulation and Atrial Fibrillation

### **Outcomes**

- For SFY16, over 125 Academic Detailing sessions will be delivered around the state
- Participants are 60% physicians, 27% NPs, and 13% PAs
- Very highly rated by participants regarding relevance, quality, satisfaction, and impact on practice
- Ninety-four percent of participants feel the educational sessions change their prescribing practices
- Measurable impact on prescribing
  - Analysis is currently underway using data from electronic medical records and using Vermont’s all payer claims dataset when available.

### **New initiatives**

- Fluoride varnish in primary care practices

### **Quality Improvement work offered through the UVM Office of Primary Care**

- Opioid prescribing and public health approaches to prescription drug abuse (2011-present)
  - See *Opioid Prescriptions Management Toolkits*
- Pharmacist in the Blueprint Project (2012-2014)
  - See *Practical Strategies for Pharmacist Integration with Primary Care Workbook*

### **Potential for expansion**

- Broaden audience to include specialists
- Increase staffing to cover more topic areas
- Expand on Quality Improvement programming