



MASSACHUSETTS
HEALTH POLICY COMMISSION

adviseRx Program: Introduction for HPC-certified ACOs

June 18, 2019



AGENDA

- **Background**
- adviseRx Program Details
- Application Process

Opportunity for the HPC to Support a Prescription Drug Outreach and Education Program

The FY2019 state budget provides \$150,000 for the Health Policy Commission (HPC) to develop and implement a prescription drug outreach and education program for Massachusetts providers.



“1450-1266. For the operation of an **evidence-based outreach and education program designed to provide information and education on the therapeutic and cost-effective utilization of prescription drugs** to physicians, pharmacists and other health care professionals authorized to prescribe and dispense prescription drugs; provided, that **the health policy commission shall work with the office of Medicaid to access prescription data** aggregated by provider on an ongoing basis for the use of the program; ... and provided further, that funds shall be set aside from this appropriation to evaluate programs **and assess the effectiveness of and cost savings** associated with this program.”

What is evidence-based pharmaceutical education?

The purpose of **non-commercial, educational outreach** to health care providers on pharmaceuticals and prescribing (sometimes called “academic detailing”) is to train and encourage providers to use best practices to improve quality of care and patient outcomes.^{1, 2, 3}



One-on-one provider guidance/education

Structured similarly to pharmaceutical sales techniques but focuses on unbiased, evidence-based content – not marketing materials.



Proven to influence prescribing

Studies indicate this approach can alter prescribing behavior of providers who receive one-on-one educational visits, compared to providers receiving only written materials.^{4, 5, 6}



May support value-based care

Evidence-based clinical outreach may help providers meet quality measurement targets as well as cost benchmarks.

¹ Centers for Disease Control. Academic Detailing: Frequently Asked Questions. 2014 https://www.cdc.gov/tobacco/quit_smoking/cessation/pdfs/academic-detailing-faq.pdf;

² Yeh, J. et al. Key features of academic detailing: development of an expert consensus using the Delphi Method. Am Health Drug Benefits, 2016 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4822978/>

³ Sullivan, T. AHRQ National Resource Center for Academic Detailing. Policy & Medicine, 2018. <https://www.policymed.com/2011/11/ahrq-national-resource-center-for-academic-detailing.html>

⁴ Avorn, J, S. Soumerai, New England Journal of Medicine 1983 <https://www.nejm.org/doi/pdf/10.1056/NEJM198306163082406>;

⁵ O'Brien et al, Educational Outreach Visits: effects on professional practice and healthcare outcomes. Cochrane Systematic Review, 2007. <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD000409.pub2/full>;

⁶ Patel, B. Back to school: quality improvement through academic detailing. Am Health Drug Benefits, 2011. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4106497/>

HPC's Approach to Implementing a Prescription Drug Outreach and Education Program

Program approach

- The HPC has chosen to provide educational opportunities on evidence-based prescribing as an **optional, no-fee technical assistance opportunity for HPC-certified ACOs**
 - Pharmacy remains a challenging cost growth area for providers
 - Evidence-based prescribing aligns with ACO investments in value-based care delivery
 - HPC-certified ACOs collectively serve ~2.86 million patients in the Commonwealth



Program design steps to date



- We are a **nonprofit organization** that is a national leader in developing programs that provide health care professionals with **unbiased, non-commercial information** on the best ways to manage clinical problems.
- Established in 2004, we provide training and materials for educational outreach services — **“academic detailing”** — that offer the latest information from the medical literature to help improve patient outcomes.



Alosa Health Faculty

Content and Training Consultants

- **Jerry Avorn, MD**; Professor of Medicine, Harvard Medical School; Chief Clinical Consultant, Alosa Health
- **Michael Fischer, MD, MS**; Associate Professor of Medicine, Harvard Medical School; Alosa Health Physician Advisor
- **Niteesh Choudhry, MD, PhD**; Professor of Medicine, Harvard Medical School; Alosa Health Physician Advisor
- **Jing Luo, MD, MPH**; Alosa Health Physician Advisor
- **Marie McDonnell, MD**; Marie McDonnell, MD; Director, Brigham & Women's Hospital Diabetes Program

Program Trainers

- **Paul Fanikos, RPh, MPA/HA**; Lead Training Facilitator and COO of Alosa Health
- **Mary Lou Woodford, RN, BSN, MBA, CCM**; Alosa Health training consultant
- **Mary Liz Doyle Tadduni, PhD, MSN, MBA, RN**; Alosa Health training consultant

Field Based Trainers

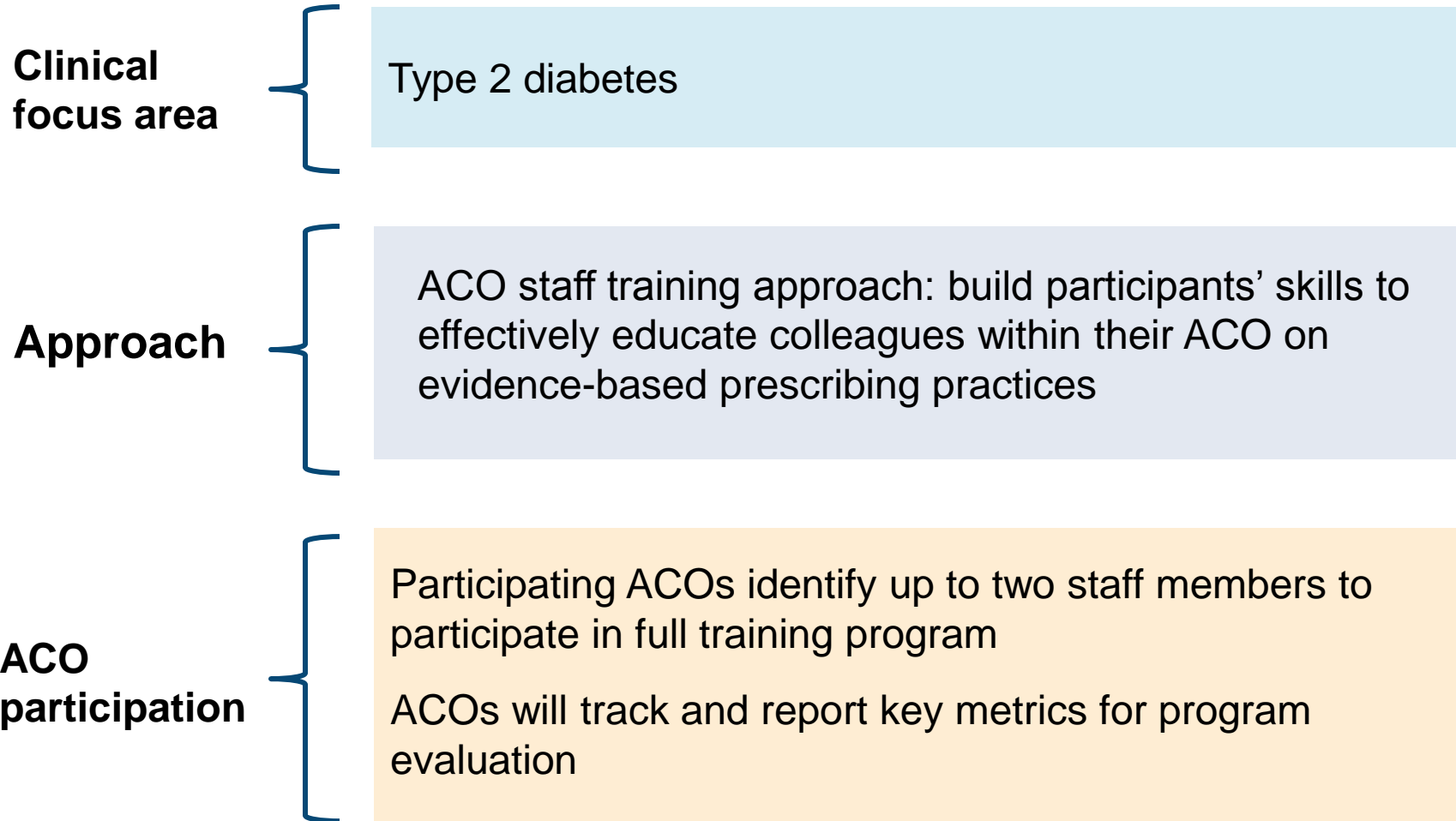
- **Dawn Whitney, MSN/Ed, RN**; Alosa Health academic detailer consultant
- **Viola Pascucci, PharmD**; Alosa Health academic detailer consultant
- **Joe D'Urso, RN**; Alosa Health academic detailer consultant
- **Mary McCormick, PharmD**; Alosa Health academic detailer consultant



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adviseRx Program Overview



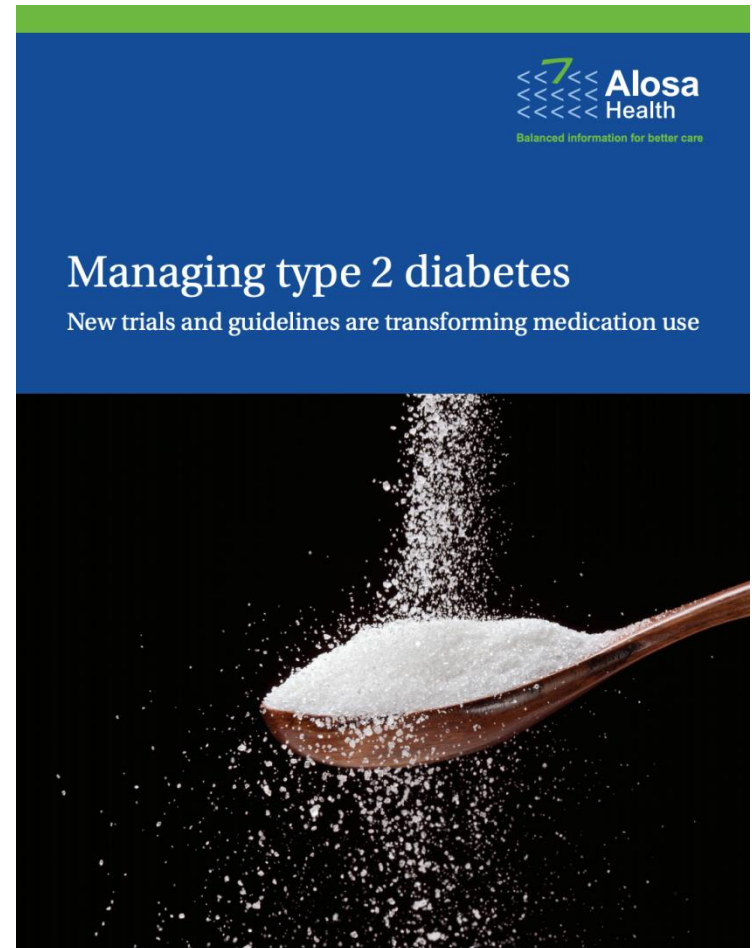
Clinical Focus Area: Managing Type 2 Diabetes

The goal of this educational program is to provide clinicians with up-to-date evidence-based treatment recommendations for **type 2 diabetes**.

Key messages include:

- Focus on diet and exercise
- Utilization of metformin
- Creating appropriate HbA1c targets for patients
- Medication adherence

Continuing education credits available through Harvard Medical School



Staff Training Approach Overview

Over a **nine-month period**, ACO staff participants will:

1. Receive training in current evidence-based treatment recommendations for type 2 diabetes, and the skills necessary to become educators within their ACO
2. Conduct educational visits within their ACO, with ongoing mentorship from Alosa.

Participating ACO staff are asked to commit 50% of their time to adviseRx trainings and subsequent educational visits with prescribers for the duration of the program.

adviseRx activities for ACO participants:



Time-bound literature review



Series of three clinical content-focused webinars



Two-day basic skills training session



Mentorship meetings with Alosa Health staff to refine educational outreach skills

Staff Training Approach: Two-Day Skills Training

Curriculum			
Tools of social marketing	Educational techniques	Communication and relationship building	Practice and role-playing
Active listening Persuasive communication Clinical behavior change Relationship building	Strategies to deliver clear, evidence-based education to influence clinical decision-making	Overcoming barriers to establishing credibility Communicating with physicians Addressing problematic prescribing Promoting behavior change	Emphasis on role-playing exercises to refine skills and identify areas of opportunity Participants learn tips and practical insights for educating colleagues

Staff Training Approach: Continuing Support and Skills Development

Following completion of the two-day skills training and clinical content webinars, ACO staff participants will begin conducting educational outreach to prescribers in their ACO.

- An Alosa Health **expert trainer** will be assigned to each ACO to provide:
 - Ongoing clinical consultation; and
 - Continued mentorship and feedback
- Alosa Health will arrange **continuing education credits** (CME, CNE, CEU, etc.) for ACO staff participants and prescribers

ACOs will work with Alosa Health and the HPC to collect data and report on key program metrics

Metrics may include:

Practice Level Metrics:

- Total number of prescribers who engaged in educational sessions
- Outcomes derived from office satisfaction surveys
- Total number of patients engaged in diabetes prevention programs

Provider Level Metrics:

- Medications/classes of medications prescribed to patients
- Patient HbA1c levels pre- and post-intervention
- Number (or proportion) of patients in compliance with prescriptions





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adviseRx Application Process

- The HPC expects to open the application period in **early July**, with responses due approximately 5-6 weeks later
- Applicants may be asked to describe:
 - Internal program champion, leadership support
 - Current or former initiatives aimed at improving evidence-based treatment for type 2 diabetes
 - Goals for participating in adviseRx
 - Number of staff they would like to have trained (up to two staff participants per ACO)
 - Data collection and reporting capabilities
- The HPC anticipates accepting approximately five ACOs into the adviseRx program.



Timeline and Next Steps

2019

July - August

- Application period

September - October

- ACOs identified to participate
- First in-person Two-Day Skills Training held
- Action plans developed

November - December

- ACO staff educators active “in the field”
- Alosa coaching and mentoring begins
- ACOs begin reporting on program metrics

2020

January - April

- Program continues
- Reporting on program metrics continues

May

- Program concludes

Contact Us

Email questions to HPC-Certification@mass.gov

Appendix

Program Trainers

Paul Fanikos, RPh, MPA/HA; Lead Training Facilitator and COO of Alosa Health

Paul has more than 25 years experience directing disease and pharmaceutical educational programs that are focused on improving patient outcomes, containing costs, and optimizing customer satisfaction levels. He has held leadership roles with the country's largest pharmacy providers and pharmaceutical companies developing innovative solutions to challenges that impact healthcare practitioners, health systems, extended care facilities as well as homecare programs across the country.

Mary Lou Woodford, RN, BSN, MBA, CCM; Alosa Health training consultant

Mary Lou has extensive experience in nursing practice and healthcare system management, public health administration and health policy, and nursing leadership, organization and change management. She is skilled in the development, implementation and evaluation of education, training and workforce development programs in the field of healthcare.

Mary Liz Doyle Tadduni, PhD, MSN, MBA, RN; Alosa Health training consultant

Mary Liz is a registered nurse who has worked for 19 years in clinical nursing, nursing administration, and hospital administration in the city of Philadelphia. Her doctoral work involved studying health care workers preparedness for terrorism, and she presented her work at the Tenth Annual International Research Conference in Dublin, Ireland. She has served as guest faculty in various universities within metropolitan Philadelphia.

adviser Faculty Bios (cont'd)

Program Trainers (cont'd)

Dominick Trombetta, PharmD; Alosa Health training consultant

Dominick is currently an Associate Professor of Pharmacy at Wilkes University, Nesbitt School of Pharmacy. His area of practice is geriatrics and internal medicine, and he maintains an active clinical practice at Allied Services Rehabilitation Hospital in Scranton, Pennsylvania. His responsibilities include the traditional didactic teaching in the pharmacotherapeutic sequence as well as precepting introductory (IPPE) and advanced practice pharmacy students (APPE) in geriatrics/internal medicine.

Tony de Melo, RPh; Alosa Health Director of Clinical Education Programs

Tony attended Massachusetts College of Pharmacy and Health Sciences in Boston where he received a BS in Pharmacy with a minor in Business Administration. This business interest led him to work for several pharmaceutical companies as a sales representative, account manager, training manager, district/regional manager, associate director of managed markets training, head of sales training & development and marketing product manager.

adviseRx Faculty Bios (cont'd)

Field-Based Trainers

Dawn Whitney, MSN/Ed, RN; Alosa Health academic detailer consultant

Dawn is a registered nurse with experience ranging from the bedside to curbside to the classroom. She holds the position of Lecturer within Northeastern University's graduate/ undergraduate Nursing department and University of Massachusetts Boston's College of Nursing and Health Sciences.

Viola Pascucci, PharmD; Alosa Health academic detailer consultant

Viola has 15 years' experience in academic detailing and education. She received her PharmD from Northeastern University in Boston. She previously worked as a consultant at CVS Caremark, where she provided appropriate drug therapy and consulted in various disease states such as asthma, diabetes, dyslipidemia, mental health, gastroenterology and rheumatology.

Joe D'Urso, RN; Alosa Health academic detailer consultant

Joe has 28 years of experience as an RN. His focus areas have included adult medicine-surgery, CCU, ambulatory surgery and the recovery room. He has also spent time working for two major pharmaceutical companies as a sales person and clinical educator.

Mary McCormick, PharmD; Alosa Health academic detailer consultant

Mary is a practicing pharmacist with over 20 years' experience in toxicology, management, community, hospital, and long-term-care pharmacy, in addition to academic detailing. She received a BS in pharmacy from Massachusetts College of Pharmacy/AHS and PharmD from University of Utah. She is the former Director of the Connecticut Poison Control Center and she also served as the sole pharmacist on a consultant team of physician toxicologists managing difficult toxicology cases throughout the state.