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TO: Ms. Marcia Hams, Director of Prescription Policy Initiatives
Prescription Project
30 Winter Street, Floor 10
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FROM: Bob Faller, Medical Program Specialist
Idaho Medicaid Pharmacy Unit
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SUBJECT: Narrative Report for Academic Detailing (AD) Grant:
*Use of Academic Detailing to Improve Mental Health Medication
Prescribing for Idaho Medicaid Participants*
Project Term: January—December 2009

Progress to date:

The Medicaid pharmacy unit has formed a Core Project Team to plan and monitor grant progress. The Team consists of AD Project Leader and Pharmacy Supervisor Tami Eide, PharmD; Medicaid Pharmacist Jane Gennrich, PharmD, who will also serve as an academic detailer; Project Coordinator and Medical Program Specialist Bob Faller; and Pharmacy Technician Donna Day. The Team has held six meetings since the beginning of the grant project term.

In addition to the Core Team meetings, training meetings have been coordinated by Selma Gearhardt, PharmD. Selma is a Medicaid pharmacist and academic detailer who attended the AD training conference in Boston last December. These trainings have allowed detailers to role play provider visits using prepared scripts and draft handout materials.

Grant activities accomplished:

- Scripts have been finalized for AD visits as well as for setting appointments via the phone.
- A dedicated Team Site has been established in the Medicaid pharmacy unit to allow for email exchanges.

- An AD web page is under development to allow for information exchange.
- Data has been coordinated to provide a basis for choosing prescribers for outreach visits. Providers within the targeted geographic area will be chosen based on volume of Medicaid clients and how their mental health drug prescribing falls out of defined best-practice criteria.
- Outreach about the AD program has been published in the statewide *MedicAide* newsletter and the Idaho State University DUR newsletter. Information about the AD program is also published on the Medicaid website.
- Preliminary discussions/work has been done on training materials that will be left with prescribers at the time visits are made.
- Web research has been done on existing AD projects and to refine Idaho's AD outreach. The materials thought to be of most value were assembled in individual binders for key staff.
- Detailers have role played visits and received peer critiques on how to improve effectiveness.
- An address/phone list of support groups and agencies involved with mental health issues in the target area has been assembled.

Next Steps:

- Drafting and finalizing of clinicians' guides for psychosis, bipolar, ADHD and depression based on timelines for scheduled visits.
- Selection of prescribers in target area based on Medicaid client volume and prescribing history. Also, selection priority will be given to mid-level practitioners.
- Scheduling of prescriber visits for first AD outreach: psychosis.

Contact Information:

For additional information or clarification please contact Tami Eide, PharmD, at (208) 364-1821, or Bob Faller at (208) 364-1850.