

# Academic Detailing: The P.I.V.O.T.<sup>1</sup> Initiative, Part I

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## Introduction

- Pharmaceutical detailing has been used for decades to influence physician practice.
- This pilot project utilized a spin on this method called “academic detailing” in order to influence vaccination rates of pregnant women against influenza.
- Many studies indicate that too few pregnant women are vaccinated.
- Obstetricians frequently do not carry the vaccine, a key impediment to vaccination.

*By piloting an office-based academic detailing program conducted by Hofstra medical students, we seek to increase the frequency of obstetricians that carry and administer influenza vaccine for pregnant patients during the 2012-2013 influenza season.*

## Methods

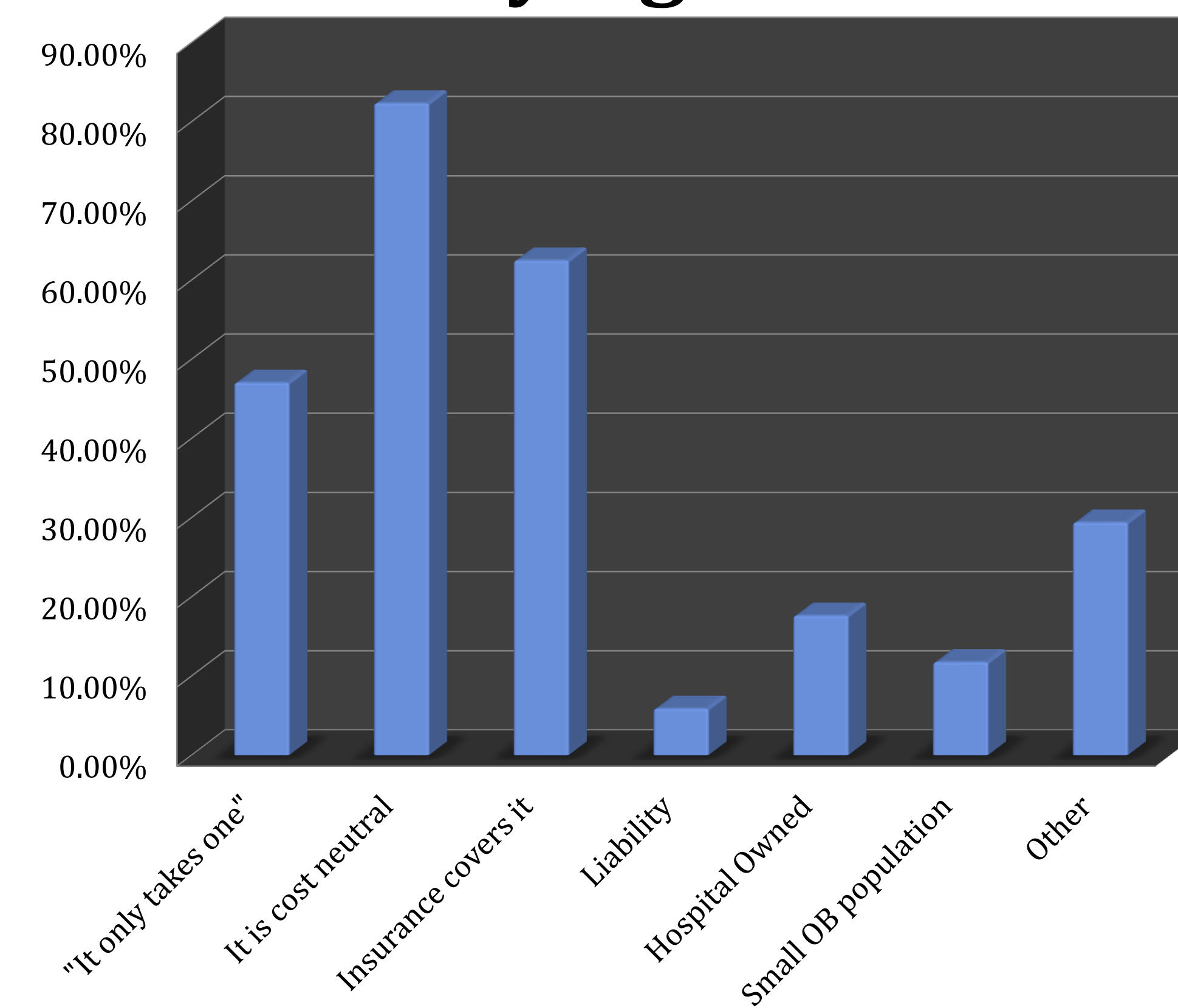
- Summer of 2012: 44 NSLIJ associated obstetricians from offices staffing over 100 obstetricians were contacted by email, letter, and phone to meet with 2 Hofstra medical students (DB and JM)
- Structured interviews were conducted with each obstetrician which also included a student presentation on vaccination during pregnancy, a questionnaire, and a survey regarding the interaction.

## \*ONLY 47% OF PRACTICES INTERVIEWED REPORT CARRYING INFLUENZA VACCINE

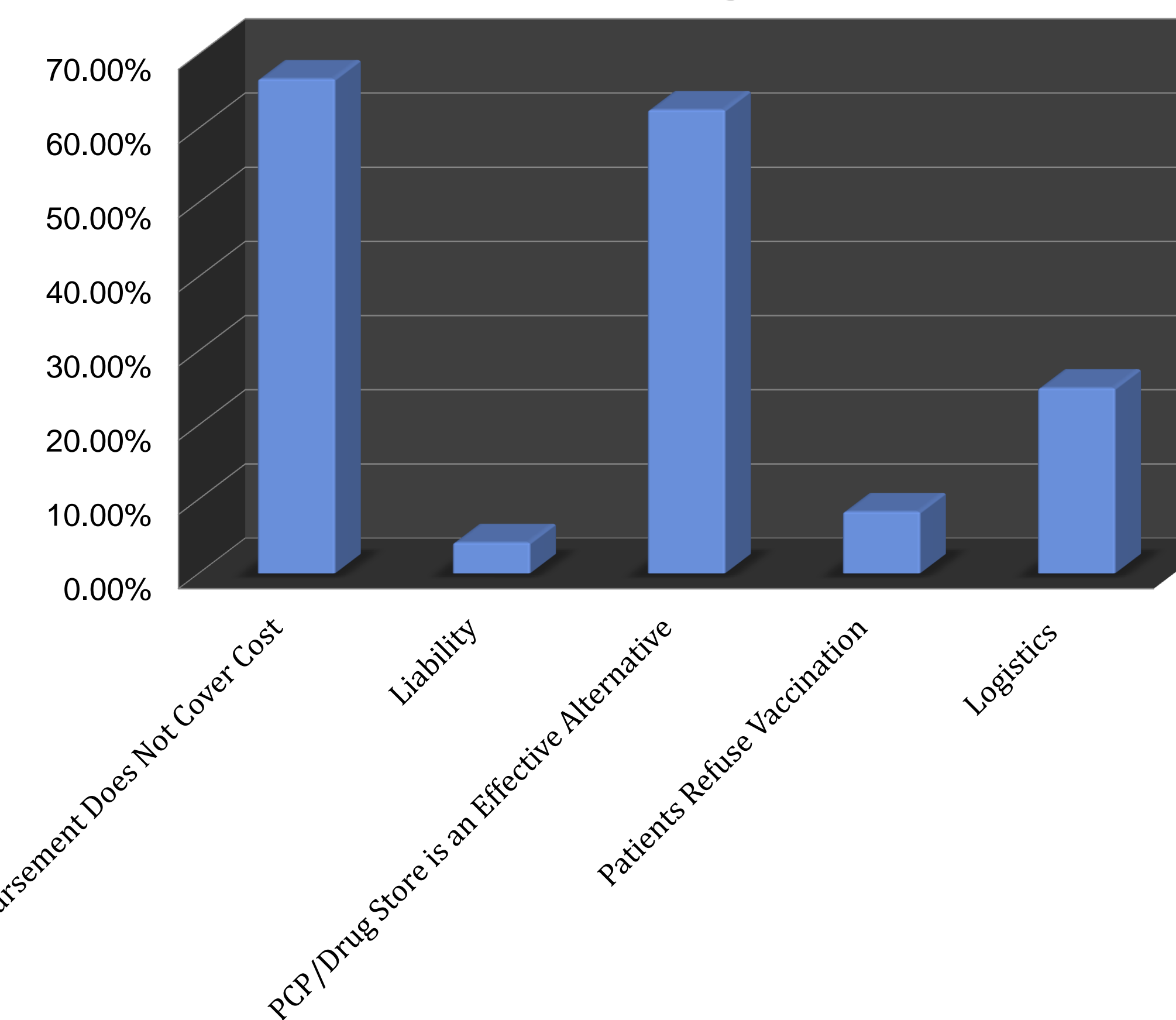
**Table 1: Characterization of Obstetricians**

	All	Carriers	Non-Carriers	P-Value
Age	52.51	52.48	52.54	0.98
Gender (%M;%F)	51.1%; 48.9%	42.9%; 57.1%	58.3%; 41.7%	0.31
Location by county (Nassau (N), Queens (Q), Suffolk (S))	N: 31 Q: 11 S: 3	N: 15 Q: 5 S: 1	N: 16 Q: 6 S: 2	

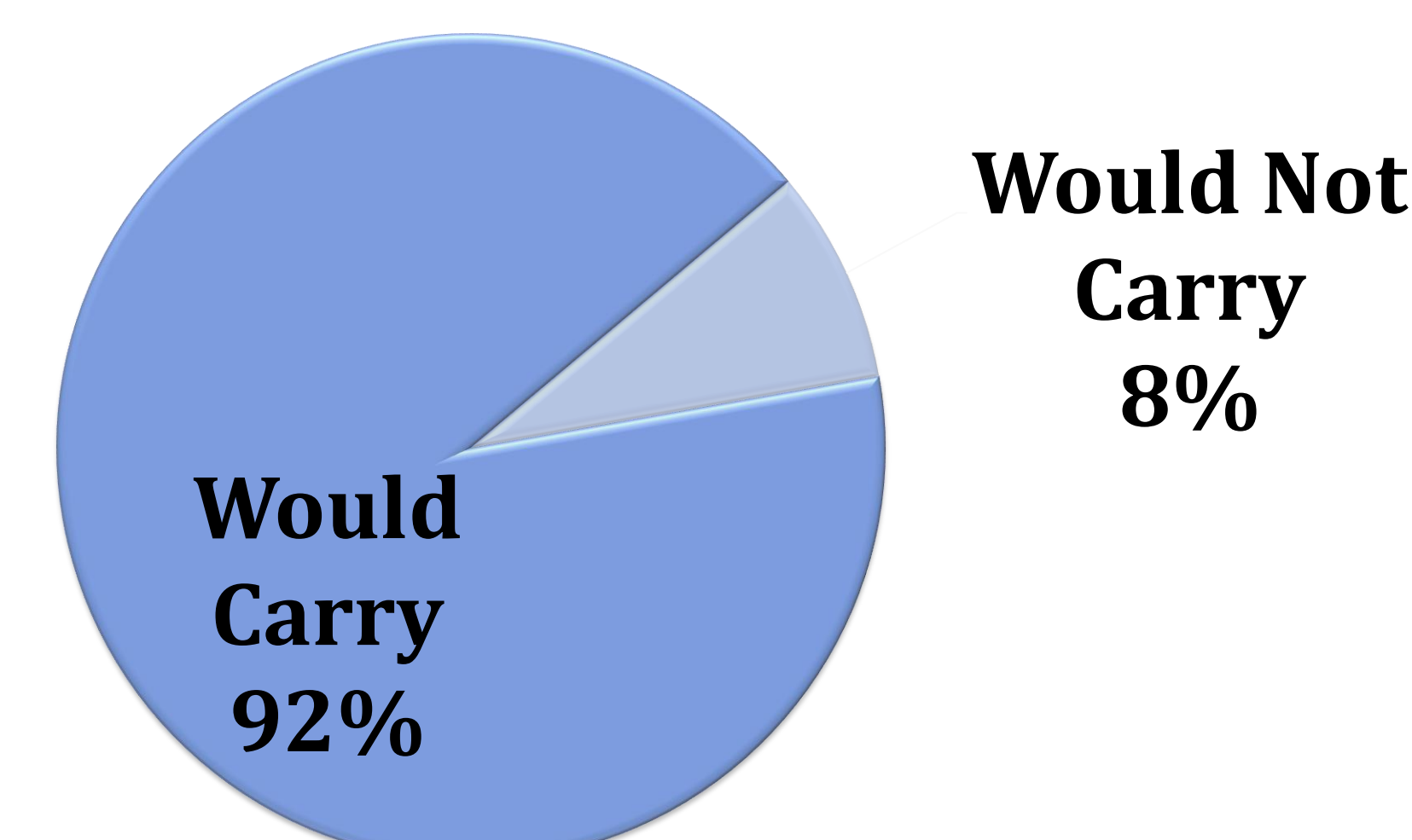
**Figure 1: Reasons Cited for Carrying Vaccine**



**Figure 2: Reasons Cited for Not Carrying Vaccine**



**Figure 3: If The Vaccine Was Provided So As To Be Cost Neutral**



## Discussion

- It appears from the interviews that carrying the vaccine was in large part dictated by perceived economic impact on the practice.
- Providers who carry the vaccine indicated they can breakeven on cost, an incentive to carry.
- Providers who do not carry the vaccine believe they will not be adequately reimbursed.
- In addition, providers highly rated the student interactions, welcoming the opportunity to participate in the academic detailing program.

## Limitations

Extensive interviews necessitated a relatively smaller sample size. Part II will be conducted in the winter to determine if academic detailing ultimately improved carrying and administering vaccine in the office.

## Conclusion

- Medical students are able to gain access to providers to promote changes in practice.
- Among providers who did not carry, cost appears to be the most substantial barrier.
- Preliminary data suggests that affording offices with vaccine may be a potential solution to improve vaccination rates.
- January 2013: Part II of this study purports to establish if academic detailing alters practice.

