Academic Detailing: The P.I.V.O.T.\(^1\) 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.

**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 break even 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.

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\(^1\) Pregnant patient Influenza Vaccine Optimization Team