

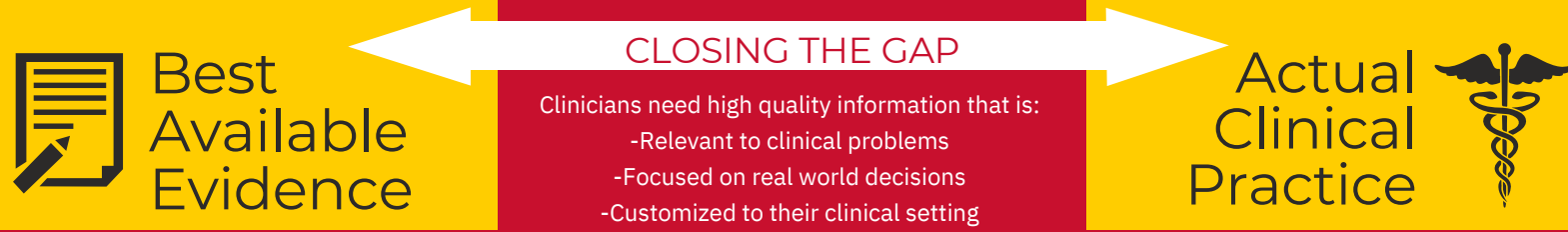
# BALTIMORE COUNTY OPIOID ACADEMIC DETAILING PROJECT

*A Baltimore County Department of Health Initiative*

## What is Academic Detailing?

*An interactive in-person healthcare practitioner educational outreach to optimize clinical decisions and improve patient care.*

The Opioid Academic Detailing Project offers evidence-based information to support therapeutic decisions specific to pain management and substance use disorder. Academic detailers are trained public health professionals who offer brief visits with practitioners to discuss their needs in prescribing controlled dangerous substances, supporting patients with pain management needs, and referring or offering substance use disorder treatment. Academic detailers connect practitioners with evidence-based, clinically relevant and actionable resources offered by their local, state, and federal health agencies.



## Research on Detailing

*Academic Detailing has been found to improve prescribing practices*

- In 2018, the CDC listed Academic Detailing as an evidence-based strategy for preventing opioid overdose (1).
- A 2013 overdose prevention intervention carried out on Staten Island used targeted educational sessions with medical providers to reduce rates of inappropriate opioid prescribing and overdose death. The intervention resulted in a 29% decrease in prescription opioid overdoses on Staten Island, even as overdose rates remained unchanged in New York City's other boroughs (2).
- A study in San Francisco found an eleven-fold increase in the rate of naloxone prescription among physicians who received a half-hour-long academic detailing session (3).

## Project Goals

- For the County**
- Improve opioid prescribing practices
  - Increase clinician use of the state's Prescription Drug Monitoring Program (PDMP)
  - Prevent opioid-related overdose deaths
  - Augment skillsets of the public health workforce
- For clinicians**
- Possess sufficient knowledge of the CDC Guidelines for Prescribing Opioids, which will allow clinicians to formulate strategies for guideline implementation into practice
  - Implement current CDC opioid prescribing guidelines into clinician practices and utilize resources provided by detailers

Requests for a detailing session and support for opioid prescribing and safe drug disposal options available through the Baltimore County Department of Health. Please contact R. Adrian Boswell 410-887-8188 or [rboswell@baltimorecountymd.gov](mailto:rboswell@baltimorecountymd.gov) for more details.

## Quick Tips

*Below are some key messages from our Academic Detailers*

- Use non-opioid treatment as the first line for acute or chronic pain management
- If opioids are needed, start prescribing at the lowest effective dose
- Use available PDMP data to determine if patients have previously filled prescriptions for opioids or other controlled medications
- Ensure patients' safety by avoiding prescribing of opioids with other sedating drugs
- Offer treatment for patients with Opioid Use Disorder (OUD)
- Co-prescribe naloxone to patients at high risk of experiencing or witnessing an opioid related overdose

1. Centers for Disease Control and Prevention. Evidence-Based Strategies for Preventing Opioid Overdose: What's Working in the United States. National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, U.S. Department of Health and Human Services, 2018. Accessed September 30, 2019. from <https://www.cdc.gov/drugoverdose/pdf/pubs/2018-evidence-based-strategies.pdf>  
 2. Paone D, Tuazon E, Kattan J, et al. Decrease in rate of opioid analgesic overdose deaths—Staten Island, New York City, 2011–2013. MMWR Morb Mortal Wkly Rep. 2015;64(18):491-494.  
 3. Behar E, Rowe C, Santos G-M, Santos N, Coffin PO. Academic Detailing Pilot for Naloxone Prescribing Among Primary Care Providers in San Francisco. Fam Med. 2017;49(2):122-126

