

MARYLAND OPIOID ACADEMIC DETAILING PROJECT: A PARTNERSHIP WITH LOCAL HEALTH DEPARTMENTS



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BACKGROUND

From January to June of 2021, there were 1,358 unintentional intoxication fatalities in Maryland, a 0.5% increase from the same period in 2020, and 89.6% of the fatalities were opioid-related. Indicating a continued need to support healthcare providers in reducing the risk of opioids and identifying and addressing misuse and opioid use disorder (OUD).

Since 2019, the Maryland Department of Health partnered with Local Health Departments to implement an opioid-specific Academic Detailing project. Local Health Department staff serve as detailers and visit primary care providers.

The project goals include improving opioid prescribing practices, increasing the use of the prescription drug monitoring program (PDMP), preventing overdose deaths, and augmenting the skillset of the public health workforce.

From July 2019 through February 2023, detailers completed 297 visits with providers. During year four, 25.49% of detailing visits were virtual visits (E-Detailing).

**PROVIDERS ARE RECEPTIVE TO
DETAILING PROVIDED BY LOCAL
HEALTH DEPARTMENT STAFF.**

**THE APPROACH OF A STATEWIDE
DETAILING PROJECT LEVERAGING
OTHER LOCAL-LEVEL OPIOID-
RELATED INITIATIVES IS A
MODEL STATES MAY CONSIDER.**

METHODOLOGY

Descriptive Analysis of the Detailing Session Report forms to assess the dose and reach of the Academic Detailing project during the first four years of the project (July 2019- February 2023).

CONCLUSION

AD is an evidence-based intervention, during which trained detailers offer brief visits with practitioners to discuss their prescribing needs and connect them to relevant, actionable resources.

MD Local Health Department has the existing infrastructure to connect resources to providers but needed support in implementing an evidence-based education program.

Detailers do not need clinical expertise; successful detailers can build and maintain relationships with providers.

RESULTS/FINDINGS



PARTICIPATING PROVIDERS

YEAR	PHARMACISTS	PRESCRIBERS
YEAR 2	2	59
YEAR 3	24	25
YEAR 4	5	52

KEY MESSAGES DELIVERED- YEAR 3

NOTE: WORD SIZE REFLECTS MOST FREQUENT TO LEAST



COMMITMENT BY PROVIDERS POST DETAILING SESSION: PRESCRIBE/DISPENSE NALOXONE AND 1 MONTH FOLLOW-UP HAVE NOTICEABLY HIGHER COUNTS

