

Spotlight: Academic Detailing Program

It's finally arrived! After several years of planning, we are very excited to announce that ADHS, in partnership with the Pacific AETC - Arizona and Arizona State University-SIRC has launched a new Academic Detailing Program designed to improve the health outcomes of people at risk of and affected by HIV, sexually transmitted infections (STIs), and hepatitis C in Arizona. The Academic Detailing Team has started reaching out to set up one-on-one academic detailing sessions with medical providers and clinicians to discuss sexual health and patient care.

So, what is Academic Detailing (AD)? AD is a practice that is focused on supporting providers and clinicians to adopt and engage with evidence-based behaviors to improve patient outcomes. AD emphasizes conducting educational outreach, building relationships with medical providers and staff, and having intentional conversations that are centered on key clinical messages.

What does AD look like and how is the AD program being implemented? A clinician receives an AD "visit" from a Detailer who is someone with experience in sexual health, HIV, STIs, and hepatitis C. Visits are free and can be as short as 10 minutes, or as long as an hour. Additionally, the visits can be conducted virtually, in-person, or over the phone and are typically done one-on-one, but can also be done with a larger group as needed.

The AD Team is conducting outreach to clinics, Federally Qualified Health Centers (FQHCs), medical practices and providers to schedule introduction visits and AD sessions. The topics that are currently available include:

- Sexual health history taking
- HIV/STI testing and treatment
- Pre-exposure prophylaxis (PrEP) for HIV prevention
- Rapid initiation of antiretroviral therapy for new HIV diagnoses (Rapid Start)
- Hepatitis C testing and treatment

More topics are currently in development such as syphilis among men who have sex with men (MSM), congenital syphilis (CS), and caring for gender expansive individuals, so stay tuned!

Who are the members of the AD Team?

- Rocko Cook
- Dr. Kevin Carmichael
- Dave Watt
- Britt Nigon
- Dr. Lori Fantry
- Dr. Danielle Avila

Interested? We would love to speak with you! Please call or text Rocko Cook, the AD Program Manager at (480) 407-7642 or send an email to rocko.cook@azdhs.gov.