

## ACADEMIC DETAILING

### *At a Glance*

#### **An educational service for physicians to improve prescribing**

Academic detailing, also known as prescriber support and education, is the service of sending trained clinicians to physicians' offices in order to present the best available, objective scientific evidence in a given therapeutic area. Such encounters promote the most appropriate, clinically judicious use of prescription drugs as well as positive overall patient care practices.

#### **What it can achieve: Quality improvements and cost savings**

Academic detailing is an educational service that can better align prescribing practices with the scientific evidence. Improving prescribing decisions improves the quality of patient care. Though academic detailing is foremost a quality-driven endeavor, it also has demonstrated an ability to control costs while improving quality.

#### **The components of academic detailing**

Academic detailing focuses on clinical topics where the gap between evidence-based prescribing and actual prescribing is large, for example, the treatment of heartburn. An exhaustive literature review is conducted on the topic. The findings from the literature review are distilled into key messages which are reflected in training and educational materials. Academic

detailers then visit prescribers to discuss this evidence in light of real-world patient care.

#### **How is this different from industry detailing?**

Industry sponsored detailing is narrowly product focused and is intended to increase product sales. For example, industry detailers are unlikely to highlight the weaknesses of their product compared to a competitor's. In contrast, academic detailing presents the full range of available scientific evidence to promote evidence-based prescribing decisions. It is a time-saving educational service to physicians intended to optimize patient care rather than product sales.

#### **About Prescription Policy Choices**

Prescription Policy Choices (PPC) is a nonprofit, nonpartisan 501 (c) (3) educational and public policy organization which provides objective research, information, and on-the-ground expertise on prescription drug policy. Our research and policy focus is evaluating alternative policies and programs that effectively reduce prescription drug prices and increase access to medications.

PPC's primary focus is on state policy, where innovative strategies and programs to reduce drug costs and expand access have been pioneered.

We work with individuals, consumer and health care advocacy organizations, health care providers, policy makers, and state agencies, sharing research and information.

We also provide state and national media correspondents and national trade publications with unbiased analysis of prescription drug policy, including pharmaceutical industry practices, state and national policies, and other issues related to insuring access to affordable medicines for the uninsured and those participating in public or private prescription drug coverage programs.

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*Prescription Policy Choices:  
Pioneering innovative  
strategies and programs  
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prescription drugs in the US.*



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