

# AHRQ's Primary Care Practice Facilitation Forum

## New & Noteworthy

### PCMH Resource Center

The primary care medical home, also referred to as the patient centered medical home (PCMH), advanced primary care, and the healthcare home, is a promising model for transforming the organization and delivery of primary care.

We provide implementers, decision makers, and researchers with access to evidence-based resources about the medical home and its potential to transform primary care and improve the quality, safety, efficiency, and effectiveness of U.S. health care.

Please visit us at [pcmh.ahrq.gov](http://pcmh.ahrq.gov).

*This electronic newsletter continues our efforts toward building a learning network for individuals with an interest in practice facilitation. We will use this listserv to share questions and answers submitted by learning forum members, as well as resources, research articles, and events of interest to the community.*

### Key Concepts in Practice Facilitation

#### Academic Detailing as a Quality Improvement Tool

##### *Peer-to-Peer Educational Outreach to Improve Care Quality*

Peer-to-peer visits by academic detailers can help improve clinical practice and the quality of care. These visits help build leadership's buy-in to the proposed practice changes and help them understand the role of practice facilitators, what they can and cannot do, and how they can help practices implement these changes. Practice staff are more likely to accept a message if it comes from someone with their same background. You can't start using academic detailing too early, but be judicious in calling on detailers and limit visits to an hour in length if possible.

An ideal detailer will have experience working with practice facilitators and understand the changes being undertaken at the practice. Experience, strong communication and educational skills, approachability, and credibility in the community are also important qualities. Before meeting the practice, facilitators should orient the detailer to the improvement project and goals, and the detailer's role in peer-to-peer exchange to create buy-in and increase knowledge.

Preferably, the entire quality improvement team will participate in the detailing visit. While this may not always be the case, successful practice change is ultimately a team sport. Additionally, given their leadership role, practice facilitators will be integral to the meeting and should debrief with the practice staff after the detailer's visit. By listening to the encounters between the detailer and staff, the practice facilitator can help support the translation of the learning and new ideas into action by the quality improvement team.

For more information on academic detailing practices, see [Module 10](#) of *The Practice Facilitation Handbook: Training Modules for New Facilitators and Their Trainers*. You can download a [PDF copy of the entire handbook](#) free of charge at the PCPF Resources page of AHRQ's **PCMH Resource Center** ([www.pcmh.ahrq.gov](http://www.pcmh.ahrq.gov)).

### Training Opportunity

#### *Academic Detailing Training*

The National Resource Center for Academic Detailing (NaRCAD) announced its spring training session will be held on May 4<sup>th</sup> and 5<sup>th</sup> in Boston, MA. The session is sponsored by Brigham and Women's Hospital and Harvard Medical School and uses training materials developed with a grant from the Agency for Healthcare Research and Quality (AHRQ). The session addresses theory and principles of academic detailing, evaluating clinical evidence, and dissecting an academic detailing call. In addition, small groups will work on messaging, communications, and provide opportunities for practice and critique. More information and registration links can be found on NaRCAD's [website](#).

## Upcoming Event

### *Introducing AHRQ's Expanded Practice Facilitation Training Curriculum*

**Register Now! Thursday, February 26 from 3:00 – 4:30 p.m. ET**

This is the fifth and final webinar in a series designed to share AHRQ's development of tools and resources for training primary care practice facilitators (PFs). During this webinar, speakers will provide insights on the development of AHRQ's new and expanded primary care practice facilitation training curriculum. The curriculum's authors will provide information about the expanded content and potential instructional methods. In addition, participants will have an opportunity to discuss how the curriculum might be used to expand the practice facilitation workforce.

To register, please click [here](#).

If you would like to listen to any of our first four webinars in the series, regarding [PF Case Studies](#), [Use of Health IT](#), [Supporting Patient Safety](#), or [Patient Engagement](#), respectively, please click the appropriate link and register for the event you wish to listen to. If you have already registered for these events, simply sign in. This will bring you to all of the resources available during the live event, including audio and a slide deck.

## Upcoming Event

### *Advanced Methods for Primary Care Research: The Stepped Wedge Design*

**Register Now! Friday, February 27 from 1:30 – 3:00 p.m. ET**

The AHRQ's Practice-Based Research Network Resource Center is hosting a webinar based on a NAPCRG 2014 workshop presentation that will outline key features of the stepped wedge design; discuss issues and challenges around implementing stepped wedge designs in primary care-based studies; and offer creative applications of methods and solutions to these unique challenges. Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending. Presenters include:

- Miriam Dickinson, PhD, University of Colorado
- Bethany Kwan, PhD, MSPH, University of Colorado and CaReNet PBRN
- Christopher Meaney, MSc, PhD, University of Toronto
- Moderator: Rebecca Roper, MS, MPH, Director, Practice-Based Research Network Initiative, Agency for Healthcare Research and Quality.

To register, please click [here](#).

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