

## Primary care academic detailing service

Family physicians in the North East LHIN like yourself, are invited to participate in brief, confidential, one-on-one visits with an academic detailer to discuss objective, balanced, evidence-based information on a variety of topics tailored to your practice setting and specific interests.

During each visit, your academic detailer will discuss:

- How to initiate conversations with your patients regarding their medications and treatment options
- Approaches to initiating, monitoring and tapering medications
- Non-pharmacological treatment options
- Putting in place safeguards and harm reduction strategies for your patients on medications
- Accessing provincial and LHIN specific supports for yourself and your patients

Visits are now available to support you in caring for your patients living with chronic non-cancer pain who are on opioid therapy. New visit topics will be offered every four months.

### Who is offering this service?

This service is being provided by the Centre for Effective Practice (CEP). The CEP is a not-for-profit organization aiming to close care gaps using best evidence. The CEP's programs and services are designed for providers, by providers.

The CEP's primary care academic detailing service is funded by the Government of Ontario, and free of commercial interest.

### What are the benefits?

You will receive the latest balanced, evidence-based information and clinical pearls in a time efficient way. The one-on-one discussion is tailored to your interests, and delivered confidentially in your office. You can choose the time and place that's best for you, and you will receive one Main-pro+ credit every visit.

### Meet your academic detailer



Mathew DeMarco, BScPhm,  
PharmD, RPh

Mathew is a clinical pharmacist and an academic detailer for the North East LHIN. He has strong foundational experience in pharmacotherapy and clinical evidence appraisal, and is free of commercial interest. Mathew has undergone extensive training in clinical evidence relevant to the topics he delivers.

### How to sign-up for a visit

#### 1. Contact Mathew DeMarco directly:

**E** [mathew.demarco@effectivepractice.org](mailto:mathew.demarco@effectivepractice.org)

**P** (705) 618-4654

#### 2. Sign-up on our website:

[thewellhealth.ca/academicdetailing](http://thewellhealth.ca/academicdetailing)