

# Quarterly Dose of Pharmacy

May 2021



## MARY MCCORMICK

PharmD

Clinical Instructor of Pharmacy Practice

In 2014, Dr. Mary McCormick took a position as an Academic Detailer at Alosa Health, a nonprofit in Boston, MA. She didn't realize at the time how much this decision would affect her future career path.

Academic Detailing is based on the observation that passive continuing medical education by itself is not enough to improve patient care. It uses Evidence Based Medicine and interactive outreach strategies to "market" the best evidence on clinical decisions to medical practitioners. Academic Detailing combines noncommercial academic overviews and syntheses of the best possible evidence, with the one-on-one interactive outreach employed by the pharmaceutical industry ("detailing"). Such interactions are quite effective in influencing drug choices!

Subsequent to her intensive training, Dr. McCormick's first assignment took her to western Massachusetts, where she visited nursing homes and educated stakeholders (Medical Director, Director of Nursing, Administrator, and nursing staff) regarding the benefits of decreasing the prescribing of antipsychotic medications for their elderly patients. Meetings were held one-on-one with the named leaders in the facilities, using the academic detailing techniques earlier described. A pilot study was so successful in changing prescribing behaviors, that the State of Massachusetts continued the funding of the program for a duration of three years. During this time, Dr. McCormick became familiar with the various cities and towns, as well as the beautiful scenery and landscape, of western Massachusetts.

When this assignment ended, Dr. McCormick became involved with a larger research project that took her to clinics throughout the east coast of the U.S. The study was titled "Prescribe to Save Lives" and required visits to HIV clinics to meet with practitioners and improve their prescribing habits with respect to writing naloxone prescriptions for their patients. The goal of the project was to put naloxone in the hands of those who may need it most, due to high-risk behaviors. Although meetings took place on location at the various clinics, the study was anchored at Baystate Medical Center (BMC) with Dr. Peter Friedmann as the principal investigator. Numerous meetings ensued with the research team, leading to integral knowledge of the inner workings of BMC, the largest medical facility in western MA.

After her positive experiences in western Massachusetts, it made sense that Dr. McCormick would apply to WNE when she chose to pursue a career in academia. She arrived on campus in March, 2018, and teaches Drug Information/Informatics, and Drug Literature Evaluation/Evidence Based Practice to first and second year pharmacy students, respectively. She also teaches an elective interprofessional course in Acute Overdoses and Toxicology to third year students. (Emergency Medicine residents from BMC provide guest lectures routinely in this course). She has a Naloxone Training certificate and is also a Certified Immunizer.

Her training as an Academic Detailer prepared her well for life in academia, as well as service to WNE and the communities of western Massachusetts!

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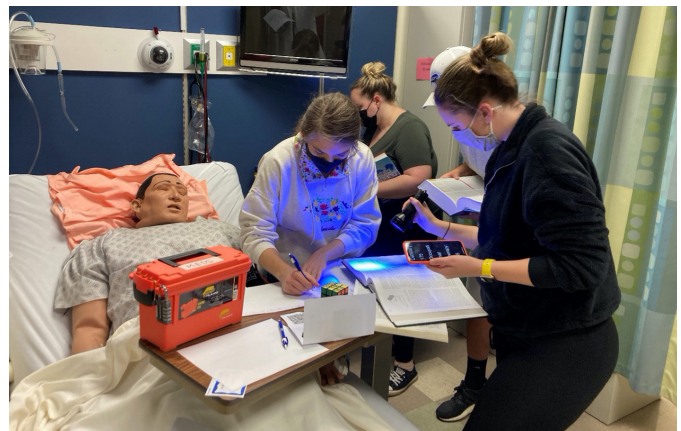
**MELISSA MATTISON,**  
**PharmD**  
**Executive Director**  
**of Professional Affairs**

Interprofessional education (IPE) has been a cornerstone of academic pharmacy life for Clinical Associate Professor Melissa Mattison. IPE improves patient care and outcomes and is based on four core competency domains: values and ethics, roles and responsibilities for collaborative practice, interprofessional communication, and teamwork and team-based care. IPE brings students together, early on, from different healthcare professions to foster future practitioners who are able to practice team-based care upon graduation. Dr. Mattison was involved with the inaugural IPE summit in 2013, bringing together faculty and Deans from academic institutions in the greater Springfield area to begin working on IPE collaborations. Fast forward eight years and the seeds that were planted have grown and taken root. Dr. Mattison became the Director of Interprofessional Education in 2019 and continued to develop events and programs. Partnerships across academic institutions blossomed and now include practitioners, faculty, and students. Events like poverty simulations, *To Err is Human* documentary viewings, ethical dilemma case studies, IPE Sim Day across Springfield, and faculty development sessions are all firmly embedded and growing each year. Student and faculty research are woven into IPE with national presentations, posters, and publications resulting.

Noting the need for a deeper level of IPE, an interprofessional elective was started with four other programs and has continued for three years with 21 students completing the course

this year. Simulations and activities throughout the semester, such as Night at the ER, an escape room, Room of Horrors, telehealth visits, community outreach, and the Leadership Compass set the stage for students to work together, focus on patient care, and learn the roles and responsibilities of each profession. Dr. Mattison has also established an interprofessional two-week immersive population health clerkship with UMASS medical school students in which fourth year students work on interprofessional teams with a community partner to better understand the community they will work in and serve. Students also engage in a presentation to local and state legislators, teaching the importance of advocacy. Working together, with the community and other healthcare professionals, builds and then strengthens relationships to provide the best possible patient care with a wider lens.

Seeing the bigger picture with the COVID-19 pandemic spurred IPE to take a new direction with simulated telehealth visits as part of the educational offerings. The pandemic also led the way to additional extracurricular interprofessional activities with students volunteering through the Interprofessional Volunteer Student Corps to assist at vaccine clinics in and around the Springfield area. On campus, students from both the occupational therapy and the pharmacy program have been helping with COVID-19 testing in collaboration with Health Services. The opportunities and the time to assist as a team are more evident now than ever. Dr. Mattison, now the Executive Director of Professional Affairs, has led the charge and the call to action on many fronts working closely with a team of dedicated IPE volunteers. Looking to the future, a community bus, named the WOW bus (Wellness on Wheels) will be unveiled shortly which will bring healthcare students of various backgrounds together to deliver patient care and education in local, underserved neighborhoods. IPE continues to grow with this classroom on wheels and will now be able to reach even more patients and students.



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**COURTNEY DOYLE-CAMPBELL**  
**PharmD, BCACP, AHSCP-CHC**  
**Clinical Associate Professor**  
**of Ambulatory Care**

The Hypertension Clinic opened in March of 2013 in affiliation with Western New England University College of Pharmacy and Health Sciences and Trinity Health of New England Medical Group (formerly RiverBend Medical Group). Providers in the practice refer patients with difficult to control hypertension or multiple disease states to Dr. Courtney Doyle-Campbell for blood pressure and medication management. During patient visits, Dr. Doyle-Campbell and students from the PharmD program assess patients for cardiovascular risk factors and possible causes of secondary hypertension, such as sleep apnea. Patients are counseled on lifestyle modifications, home BP monitoring, medication adherence, over-the-counter medication use, and medication timing. Dr. Doyle-Campbell is one of the few providers in the area to offer 24-hour blood pressure monitoring. Patients wear a monitor for 24 hours to help diagnose white coat hypertension or other blood pressure issues. Dr. Doyle-Campbell provides all these services for free to the patients of Trinity Health.

In 2018, Trinity Health of New England partnered with the American Medical Association and the American Heart Association to improve their blood pressure control rates by implementing the TargetBP® program. Dr. Doyle-Campbell was directly involved with the process, assisting in developing the algorithm for treating patients diagnosed with hypertension and implementing the program across the Trinity campuses. As a result of these efforts, in 2019, the Springfield Trinity sites received GOLD status from the American Medical Association for their blood pressure control rates.

