

# “Under the Radar”: Advanced Practice Nurse Prescribers and Industry Promotions

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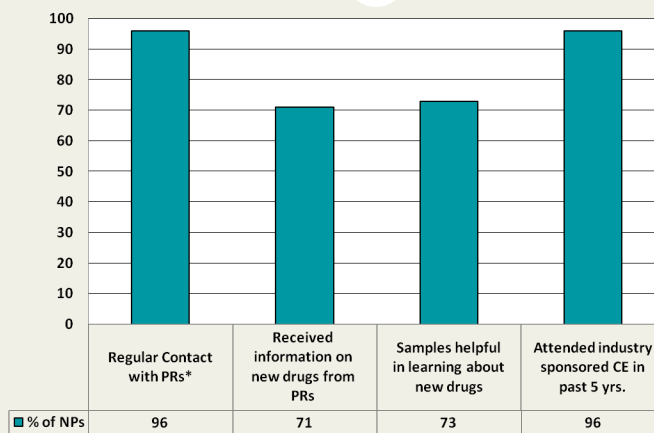
## Background

- Advance Practice Nurse (APNs) Prescribers: nurse practitioners (NPs), certified nurse midwives (CNMs), clinical nurse specialists, nurse anesthetists
- 147,000 NPs (100,000 Family Physicians) (Pearson,2009; AAFP, 2006)
- 190,000 APNs by 2015 (Cooper,2001)
- Prescriptive authority in all 50 states and DC (Pearson,2009)
- 97% write prescriptions; 9 – 25/day; **6200Rx/NP/yr** (Bacchetta & Green, 2007; Treise & Rausch, 2005)
- Increasing role in traditional and non-traditional care models

## Review of the Literature: Attitudes and Beliefs re: Promotion

- Relationship with industry viewed as helpful and beneficial (Blunt, 2004).
- Uncritical and positive attitude toward pharmaceutical industry promotions (Crigger, 2009; Fischer et al., 2009)
- Believe that promotion can influence prescribing but are personally immune to the possibility of influence (Brett et al., 2003; Blunt, 2004; Crigger, 2009)

## APN Interface with Promotional Activities



N = 263

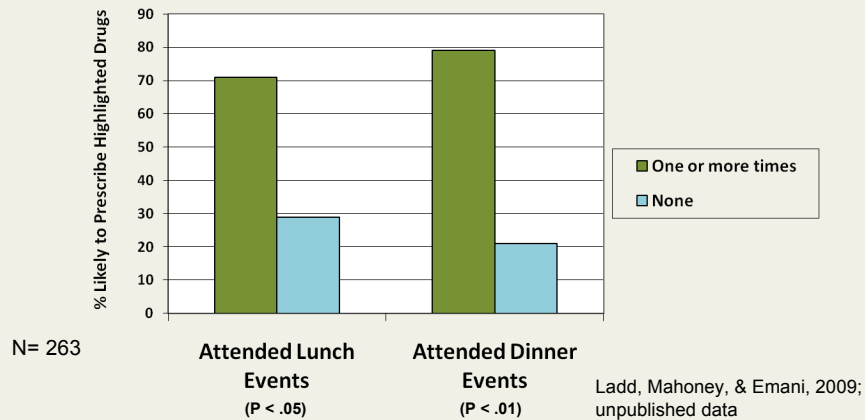
Ladd, Mahoney, & Emani, 2010, AJMC, under review.

## Review of the Literature: Industry Promotions and Continuing Education

- Preponderant belief that industry provides an important educational function in the form of CE events (Blunt, 2004)
- Widespread utilization of industry-sponsored CE as an affordable method of acquiring required CEUs (Kessenich & Westbrook, 1999; Blunt, 2004; Ladd, Mahoney, & Emani, 2010)
- Majority (78%) felt that that CE that occurred with meals was a good to excellent way to receive information on new drugs (Ladd, Mahoney, & Emani, 2010).
- Majority of respondents (91%) felt that information at industry sponsored CE was very/somewhat reliable (Ladd, Mahoney, & Emani, 2010)

## APN Prescribers: Industry Sponsored CE and the Likelihood to Prescribe Highlighted Drugs

**Association Between Attendance at Pharmaceutical Industry Sponsored Educational Events (with Meals) and Likelihood to Prescribe Highlighted Drugs**



## Similarities/Differences between CME and CE

- CE/CME is required for continuing certification/licensure in most states
- In general, negligible support for pre and post professional educational programs at graduate schools of nursing
- Negligible support for student activities and supplies
- Academics rarely receive industry support for lectures, expert panels, etc.

## Challenges

- **“Under the Radar”**
  - Historically insurer claims data have blended in NP services under MD billing
  - There is no national NP prescriber database to monitor trends
  - Minimal integration into programs that foster evidence based prescribing, ie academic detailing
- **Information Dissemination: transition away from industry sponsored CE to :**
  - ✦ “Non-certified independent education”
  - ✦ Product Theaters: promotional education

### Relevant and Engaging

78% of clinicians who participated in Pri-Med Access with ACP Product Theaters in 2009 applied the information to practice.

(Primed Access with ACP, Long Beach, CA, March 2010)

# Challenges

- Physician Payment Sunshine Provisions in the Patient Protection and Affordable Care Act (Section 6002)(Health Care Reform)
- Does not have prescriber/practitioner inclusive language
- Industry will not be required to report payments to NP prescribers – consulting and speaking fees, food, travel, education, etc.

**ARE YOU SURE YOU KNOW WHO IS WRITING YOUR BRANDS?**

**QUIZ**

- Who wrote 900 million scripts last year?
- What group is over 200k and growing?
- What group is quickly replacing family physicians for primary care?
- Who had over 800 million patient visits last year?

**Answer: Nurse Practitioners & Physician Assistants**

- To grow your brand, reach out to the prescribers who made your high decile targets... The NP's & PAs who write on their pads.
- Overwhelmingly, this audience writes at their own discretion.
- Let Blitz Research use our proprietary database to match your targeted physicians with our NP/PA Link™ database.

To learn more about our turnkey peer-to-peer solutions (Teleconferences, Web Conferences, Dinner Meetings)

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