



Centre
for Effective
Practice



Tropicalization of academic detailing

Supporting São Paulo physicians with best practices

Best Evidence. Best Practice. Best Care.

Faculty/Presenter Disclosure

- **Faculty:** Trish Rawn
- **Relationships with financial sponsors:**
 - Any direct financial relationships including receipt of honoraria: None
 - Memberships on advisory boards or speakers' bureau: None
 - Patents for drugs or devices: None
 - **Other:** paid employee of the Centre for Effective Practice and Mount Sinai Hospital

Faculty/Presenter Disclosure

- **Faculty:** Patrick Harris de Mesquita
- **Relationships with financial sponsors:**
 - Any direct financial relationships including receipt of honoraria: None
 - Memberships on advisory boards or speakers' bureau: None
 - Patents for drugs or devices: None
 - **Other:** paid employee of Seguros UNIMED Brazilian Healthcare Insurance Company

The growing challenge

Healthcare is evolving faster than ever

New treatments, guidelines and technologies emerge daily. The gap between what we know and what we practice continues to widen. Traditional education models simply can't keep pace with the speed of medical advancement.

It would require a physician 147 hours per week of reading to stay up-to-date with the new journal articles published in their specialty.¹

Academic Detailing bridges this critical gap, bringing evidence-based insights directly to physicians when and where they need them most.



Academic Detailing

Educational discussions that distill the latest evidence, resources and practical tips to enable high-quality care and improve patient outcomes²⁻⁹



Balanced and
evidence-
informed



Tailored to
clinicians' needs
and availability



Confidential,
one-on-one
format



Relationship-
based

Why high-performing health systems choose Academic Detailing

Impact

Can be tailored to addresses specific practice patterns and local challenges

Builds credibility

Builds credibility and satisfaction amongst physicians by delivering balanced, evidence informed information

Measurable results

Proven to improve patient outcomes and efficient use of resources across diverse settings

Trusted relationships

Builds trusting connections between physicians and Academic Detailers through respectful dialogue

Academic Detailing around the world



Academic Detailing services available in:

- Canada
 - Ontario (CEP), British Columbia (BCPAD), Saskatchewan (RxFiles), Nova Scotia (Dalhousie)
- United States
 - Kaiser Permanente, US Department of Veteran's Affairs, Centers for Disease Control
- Australia
- New Zealand
- England
- Netherlands
- [Now in Brazil!](#)



Collaborative partnership



Canada	Brazil
Not-for-profit	Private cooperative
Public healthcare system	Private healthcare
Primary care	All physicians

Shared goal of supporting physicians with best practices

Brazilian landscape in 30 seconds^{10,11}

- Public healthcare
 - Primary care based $\frac{1}{3}$ of all funding, $\frac{2}{3}$ of all services provided
- Private healthcare
 - Specialist based $\frac{2}{3}$ of all funding, $\frac{1}{3}$ of all services provided
 - Fragmented and costs keep rising
 - Seguros UNIMED provides healthcare insurance coverage for this sector
 - Need for tools to support implementing best practice

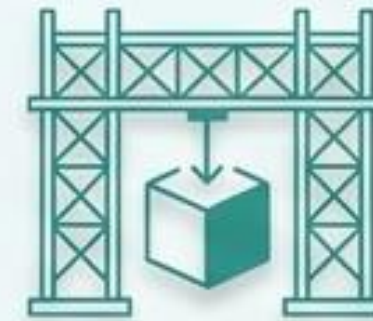
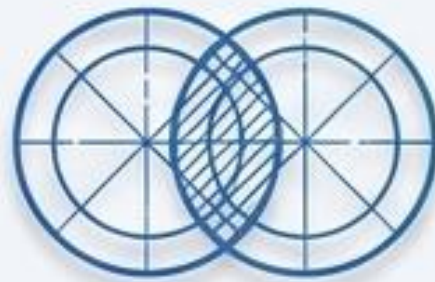


Academic Detailing – first of its kind in Brazil

- Offered by Seguros UNIMED
- Launched 2025
- Began with 4 academic detailers
 - Now expanded to 5
- Topics:
 - Unnecessary testing (based on Choosing Wisely recommendations)
 - GLP1 for obesity
 - ADHD in adults
 - Menopause
- Main challenges
 - Need to deliver knowledge for both primary care and specialist physicians, who are the main outpatient source of care for patients in private sector
- Physician perception
 - Primary care quickly sees value in detailing and keep asking for more visits
 - Specialists have a more distanced approach

Building the blueprint: From context to capability

Establishing the foundational architecture for Unimed's Academic service



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2

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Contextual Alignment

Action: Assess structural differences in healthcare delivery, funding models, and clinical challenges.

Impact: Maps the strategic opportunity and specific requirements for launching academic detailing in São Paulo.

Team Assembly

Action: Recruit a specialized, bilingual cohort of 5 academic detailers.

Impact: Creates the critical human bridge necessary to translate North American methodology into Brazilian clinical practice.

Core Methodology

Action: Execute CEP-led intensive foundational training focusing on service, empathy, trust, and individual needs.

Impact: Instills the relationship-building practices essential for physician behavior change and long-term credibility.

Localizing impact: From theory to Brazilian practice

Tailoring clinical knowledge and scaling the service for long-term sustainability



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Clinical Specialization

Action: Deliver deep-dive topic training via weekly webinars and a 2-day intensive workshop.

Impact: Equips the cohort with mastery over targeted clinical priorities, heavily focused on initial core topics like Testing and Obesity.



5

Cultural & Systemic Localization

Action: Translate and meticulously adapt CEP's evidence-based clinical tools for the local environment.

Impact: Seamlessly integrates global clinical evidence into the daily, systemic realities of the Brazilian healthcare system.



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Ongoing Scaling & Evaluation

Action: Evaluate utilization metrics while addressing emerging priorities like chronic pain and diagnostic testing.

Impact: Ensures long-term program sustainability and continuous jurisdictional growth across Unimed's broader network.

Achievements and impact to date

Great uptake

750 visits for more than 600 physicians since Jun 2025

- 75% in-person, 25% virtual
- Most visited specialties: gynos, cardio, ortho, dermatology, endo

High satisfaction

Physicians rate the program very highly

- 4.9 / 5 Customer Satisfaction Score (CSAT)

Reduced unnecessary testing

Reduced # of tests ordered per consultation from 4.9 to 4.0 following visits

- Translates to ~180,000 less tests ordered annually in the São Paulo physician network

Saved unnecessary costs

Jun-Dec 2025:

Saved R\$ 3.000.000,00 in testing costs

- Translates to \$ 840,000.00 CAD

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