

January 13, 2009

NOTICE FROM EXECUTIVE OFFICER: ACADEMIC DETAILING PROGRAM

The Ontario Public Drug Programs of the Ministry of Health and Long-Term Care (“Ministry”) seeks to initiate an Academic Detailing Program in Ontario to help fulfill the goal of ensuring appropriate drug use and enhancing patient care. I am writing to invite interested respondent(s) to submit a detailed proposal to design, implement, evaluate, report and manage all aspects of a province-wide Program.

Background

Academic detailing was identified by the Drug System Secretariat as one strategy that could improve the prescription and use of drugs in Ontario. Academic detailing is a service by which a trained health educator visits a physician or health care provider in his/her office to provide an educational session on a specific clinical topic. The Program aims to deliver independent, evidence-based information about best prescribing practices to physicians through one-on-one or small group visits.

The Ministry has funded an academic detailing pilot project, which was limited to only one specific clinical area within two specific geographical areas in Ontario.

The Ministry recognizes that the development and implementation of the Program will provide an opportunity to improve health outcomes. More specifically, the Ministry wishes to implement the Program to achieve the following objectives:

- encourage the use of the most therapeutically appropriate and cost-effective medications for each patient;
- provide objective, evidence-based comparative drug information to physicians in Ontario; and
- reduce drug expenditures in Ontario to achieve value-for-money and to ensure the best use of resources at every level of the system.

How to Submit Proposals

Interested respondents can obtain the Request for Proposal (“RFP”) documents on MERX™. MERX™ is an efficient, simple and fair way for purchasers in the federal, provincial and MASH (municipal, academic, school and hospital) sectors to source goods and services. Please note that there is a registration fee charged by MERX™.

For further information regarding the registration process for MERX™, please refer to the MERX™ website at: www.merx.com or contact the customer support line at 1-800-964-6379.

Proposed Timelines

The following is the proposed schedule for this RFP:

- Issue Date of RFP **Thursday, January 15, 2009**
- Respondent's Deadline for Questions **3:00 pm, Toronto time,
Friday, February 20, 2009**
- Deadline for Issuing Addenda **Friday, February 27, 2009**
- Proposal Submission Deadline **12:00 pm, Toronto time,
Friday, March 13, 2009**

The RFP timetable is tentative only and may be changed by the Ministry in its sole discretion at any time prior to the proposal submission deadline.

The Ministry will select one respondent to deliver the Program. The contract may begin as early as May 1, 2009 and will run for three years.

Further information is available on the ministry website at:

http://www.health.gov.on.ca/english/providers/program/drugs/opdp_eo/notices/notices_docs/academic_detailing_faq.pdf

Executive Officer
Ontario Public Drug Programs