

ACADEMIC DETAILING PROGRAM QUESTIONS & ANSWERS

Q1. What is academic detailing?

A1. Academic detailing is a service by which a trained health educator visits a physician or health care provider in his/her office to provide a 20-minute educational session on a specific clinical topic. The objective of academic detailing is to disseminate evidence-based information about specific drugs, or classes of drugs, after conducting impartial, independent reviews of their efficacy. The long-term goal is simply to promote optimal prescribing.

Q2. Why is the Ministry initiating an Academic Detailing Program in Ontario?

A2. Academic detailing, an educational intervention for improving professional practice, was identified by the Drug System Secretariat, as one strategy that could improve the prescription and use of drugs in Ontario. The Ministry recognizes that the development and implementation of an academic detailing program will provide an opportunity to improve health outcomes. More specifically, the objectives of the program are to:

- 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.

Q3. How is the Academic Detailing Program funded?

A3. The Ontario Public Drug Programs of the Ministry of Health and Long-Term Care will fund the academic detailing program. The Ministry seeks to initiate the program by issuing a Request for Proposals (“RFP”).

Q4. What is the process for submitting a proposal?

A4. Interested respondents can obtain the RFP documents on MERX™. For further information regarding the registration process for MERX™, please refer to the MERX™ website at: www.merx.com or to contact the customer support line at 1-800-964-6379. Please note that there is a registration fee charged by MERX™.

Q5. Where can I find further detail about the Academic Detailing Program in order to submit a proposal?

A5. The RFP document contains project specifications, application procedures and deadlines. Interested parties must register on MERX™ in order to obtain the RFP documents for review.

Q6. What is the timeframe for submitting the proposal?

A6. 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.

Q7. What is the anticipated contract length for the Program?

A7. The successful respondent must enter into an agreement with the Ministry for delivery of the program. The anticipated term of the agreement is for a period of three (3) years.