



Clinical Detailing Program

Program Description

Michigan Medicaid selected Magellan Health, a pharmacy benefit manager, to provide clinical detailing services to providers. Magellan Health has subcontracted with the Michigan Pharmacists Association (MPA) to provide the detailing services.

MPA's partnership with Magellan Health is an opportunity for pharmacists to be paid for the clinical services they provide, while at the same time develop relationships with providers that reinforce the pharmacist's role on the healthcare team. Both Magellan Health and Medicaid have proven that, through such educational visits, medication costs can be reduced and patient outcomes can be improved.

On a monthly basis, Magellan Health informs MPA of the chosen behavioral health algorithms and provides MPA with a list of more than 100 providers who need to be detailed. MPA then matches up providers to be detailed with the pharmacists participating in the Clinical Detailing Program. Matches are made based upon the geographical location of the provider and the detailer. Such algorithms have included polypharmacy, dose optimization and medication adherence. Detailers also receive patient profiles of all the physicians' patients within the chosen algorithms.

Role & Responsibilities of Detailers

Upon receiving the assignments, detailers must contact each provider to establish an appointment time. After each successful face-to-face encounter, pharmacist detailers complete a brief report summarizing the visit. Detailers submit this report to MPA, who, in turn, sends it to Magellan Health. Detailers are responsible for submitting an invoice to MPA for their successful encounter.

Time Commitment

MPA estimates that each detailing encounter with a provider will take no longer than two hours (this includes travel and time spent in the provider's office). The actual encounter with the provider usually takes 10-20 minutes.

Reimbursement

- \$150 per visit with profiled prescriber (physician, physician assistant or nurse practitioner)
- \$100 per visit with nurse or medical director

How Do I Get Involved?

Submit your application and resume/curriculum vitae to: Eric Liu, director of professional affairs, Michigan Pharmacists Association, 408 Kalamazoo Plaza, Lansing, MI 48933. MPA and Magellan Health will make its selections based upon your submission, availability and regional requirements. After you are approved, MPA will mail you an open-ended contract, which can be terminated at any time. This means that, if you find yourself no longer able to carry out the clinical detailing duties, you would just contact MPA to end your contractual agreement.

