

Appendix A

Early in the Choosing Wisely Canada™ campaign, it became apparent that Nova Scotia(NS) was in the lead with 11 of the 150 practice-changes listed already addressed through our Academic Detailing Service (ADS).¹ Our interactive, interprofessional, small-group, and evidence-based conference was developed to translate these data into practice.

As a complementary parallel to Academic Detailing, which delivers high quality educational outreach in one's home practice environment, our *Choosing Wisely with Academic Detailing Conference* has taken place in various small communities across NS to optimize participation amongst physicians. We have provided an educational weekend that is both family friendly and culturally immersive in the local venue. We have successfully provided an evidence-based, interprofessional, and highly interactive programme for five years. The educational content of this conference has been crafted to promote a culture of critical appraisal and collaborative problem solving amongst health professionals. Many of the educational sessions are co-presented by a physician and a pharmacist who bring their expertise and critical appraisal of evidence together to discuss complex clinical problems. Evaluations have been conducted for each individual session and each overall annual conference. We have also elected to evaluate the program more formally at this stage. As such, a summative five-year evaluation was completed to ensure alignment between our stated goals, and participants' needs moving forward.

We have developed a sustainable conference, independent of industry sponsorship that is interprofessional and highly interactive. This conference is hosted in small communities across Nova Scotia and welcomes participants in healthcare.

1- Jin, Margaret, et al. "A brief overview of academic detailing in Canada: Another role for pharmacists." *Canadian Pharmacists Journal/Revue des Pharmaciens du Canada* 145.3 (2012): 142-146.