

Appendix B

The inaugural *Choosing Wisely with Academic Detailing Service*¹ (CW with ADS) conference was held at the aboriginal site Membertou in Cape Breton in 2014. Due to excellent feedback from participants, each subsequent year we have moved to another site in the province, while maintaining the original educational model. The social programming has changed each year to reflect local culture.

Our conferences dates and locations include:

- 2015 Membertou, Cape Breton NS. The cultural events included a *Miq'mak Smudge Ceremony* for the welcome reception and a medical history tour of the Fortress Louisbourg with a period dinner, live music and dancing;
- 2016 White Point Beach, Yarmouth County. The cultural events included a local mini-museum tour for the welcome reception and a line-dancing caller and live music with local meal;
- 2017 Oak Island, NS. Here the welcome reception included a history of the Oak island treasure and the social event was a professional storyteller with local ghost stories and a local dinner;
- 2018 Digby, NS. This location offered a tour of the local garden for the reception and a dinner followed by a History of the Acadians and a graveyard tour with a local historian;
- 2019 Fox Harbour NS. Our most recent conference offered a welcome reception with a review of local “terroir” and a dinner and social event that included a performance by a local comedian.

Feedback indicated that due to the current shortage in primary care providers across Nova Scotia and the lack of potential for relief from practice, physicians who could not otherwise attend were able to do so as a result of the proximity of these conferences to their home practice. The social and cultural programming offers integration into the milieu and situates healthcare in a broader setting that includes geography, history and culture. It also provides interesting and entertaining interactions with locals. See Figure 1. Location of Choosing Wisely with ADS conferences in NS.

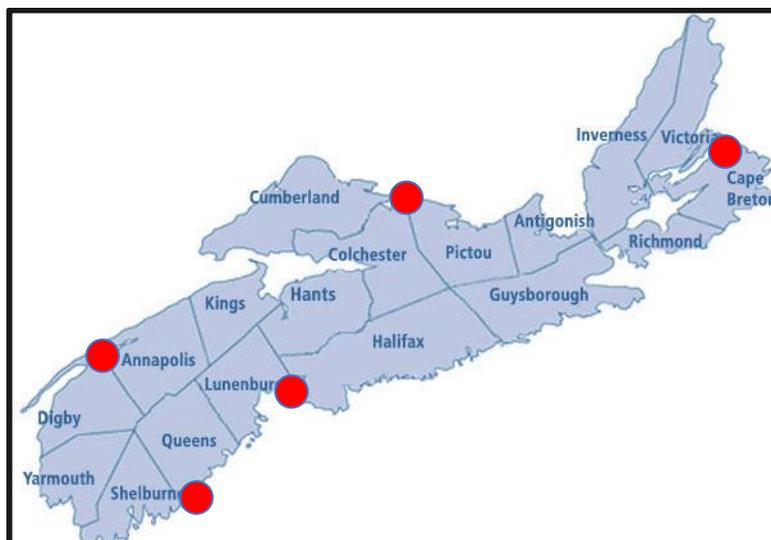


Figure 1. Location of Choosing Wisely with ADS conferences in NS.

As the Maritime Provinces are small relative to the rest of Canada, we interact frequently and share resources. This was the case in the winter of 2019 when we were invited to present a similar conference event in St. Andrews New Brunswick (NB). Figure 2. Location of Choosing Wisely with ADS conference in NB.

- June 2019 St. Andrews NB. In this location a garden tour was also offered upon arrival and the entertainment included a local comedian and a dinner.

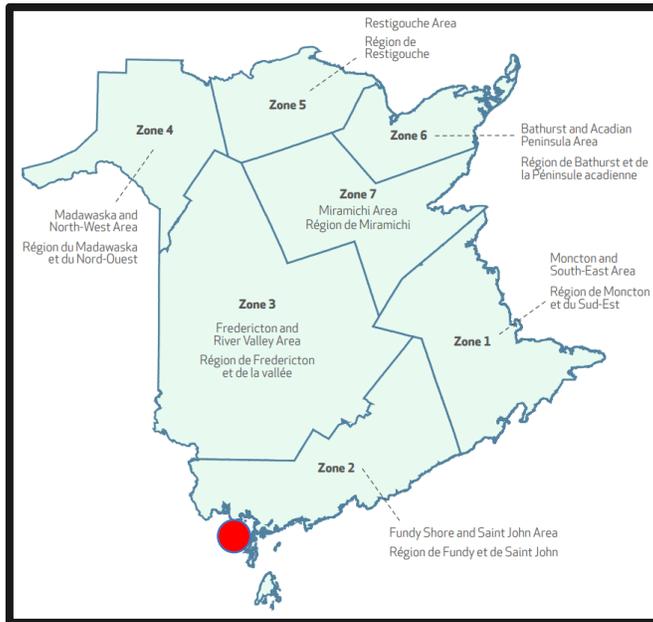


Figure 2. Location of Choosing Wisely with ADS conference in NB.

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.