

# STATE OF ALASKA

## DEPARTMENT OF HEALTH AND SOCIAL SERVICES

### *DIVISION OF HEALTH CARE SERVICES*

*Sean Parnell, Governor*

*4501 Business Park Blvd  
Suite 24 Bldg L  
Anchorage, AK 99503-7167  
Telephone: (907) 334-2400  
FAX (907) 561-1684*

March 24, 2010

Commissioner William Hogan  
Deputy Commissioner William Streur  
P.O. Box 240249  
Anchorage, Alaska 99524-0249

Dear Commissioner Hogan and Deputy Commissioner Streur,

In 2009, the Medical Care Advisory Committee established the desired outcome 'to improve the quality of services provided by Medicaid staff and program representatives.'

During a recent Medical Care Advisory Committee meeting, we reviewed a report from National Public Radio's (NPR) "Marketplace" program on "academic detailing." The report chronicles several states that use drug companies' sales strategies to bring doctors a different message about what medications they prescribe. A handful of states are using "academic detailers" to visit doctors and give them a rundown of the latest independent research on which drugs and other treatments work best for different conditions.

On several occasions, the committee has considered a similar approach that we believe will help the Alaska Medicaid program. We envision a program in which Medicaid experts visit individual provider offices and help them better understand the Medicaid program. At our February 26, 2010, meeting, the committee unanimously agreed to recommend to you that "the department consider a pilot program in which Medicaid experts would visit physician offices in order to help them better understand the Medicaid program" and by doing so, reduce frustrations and encourage providers to participate to be Medicaid program. Thank you.

Sincerely,



Deborah Kiley, DNP, ANP, FAANP  
Chair  
Medical Care Advisory Committee

cc: Jerry Fuller, Medicaid Program  
Kimberli Poppe-Smart, Health Care Services