

# NewsLetter

April 2024

## Warm welcome Brianna McQuade Hudak to Illinois ADVANCE

This month, we are welcoming Brianna McQuade Hudak, PharmD, BCACP, MHPE, to our organization as the Associate Director of Medicaid Services. Brianna brings a wealth of experience in evidence-based pharmacotherapy and comprehensive healthcare to Illinois ADVANCE. Graduating from the University of North Carolina Eshelman School of Pharmacy, she honed her skills through PGY1 and PGY2 residencies at New Hanover Regional Medical Center, specializing in ambulatory care. Her journey led her through roles in dermatology and as a medical science liaison for Pfizer before pursuing an Academic and Family Medicine Fellowship at the University of Illinois Chicago College of Pharmacy.



In a recent interview, Brianna shared her insights on academic detailing, highlighting its pivotal role in consolidating complex evidence into practical knowledge. She emphasized how this approach aids healthcare professionals in bridging gaps in knowledge and implementing evidence-based practices, particularly in fields like type 2 diabetes and hypertension management. By empowering professionals with actionable insights, Brianna believes academic detailing can significantly reduce therapeutic inertia and ultimately lead to enhanced patient outcomes.

## Strengthening Independent Practices

Our staff participated in the March meeting of the Independent Physicians and Providers of Illinois (IPPI) at Pinstripes in Oak Brook, IL. IPPI members collaborate to support and empower each other's independent practices. Nerissa Caballes, Liana Osis, and Steve Hiemenz engaged in insightful discussions with members, exploring avenues to further support their independence. The table talk focused on "one action we can take today to assist each other." Feedback received highlighted the value of Illinois ADVANCE's user-friendly resources in aiding members with evidence-based therapy decisions for their patients.



## Social Media Presence

The all-pharmacist Illinois ADVANCE social media team has been dedicated to amplifying the organization's presence on diverse platforms. Since mid-2023, we have embraced creative post types - polls, true/false, promotional, and fact-based content, even diving into engaging reels. Our efforts reflect a vibrant narrative, passionately showcasing our mission and fostering community connection. Follow us on social media!

