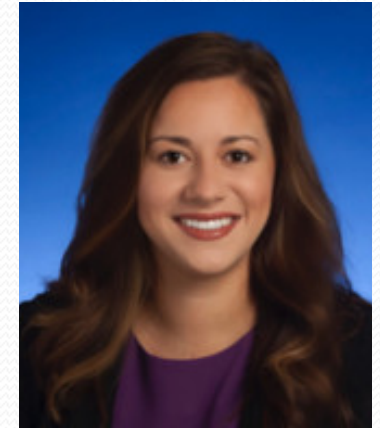
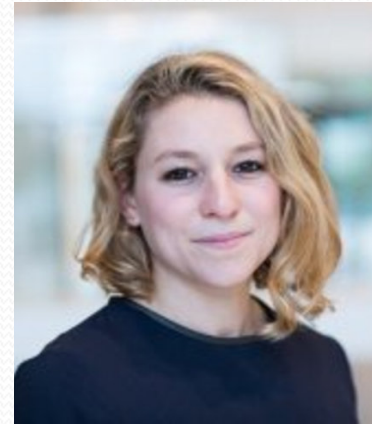




BEST PRACTICES IN DETAILER RECRUITMENT WEBINAR
Wednesday, January 29, 2020, 2:00 P.M. – 3:00 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women's Hospital | Harvard Medical School



NaRCAD Staff:

Bevin Shagoury, *Communications & Education Director, NaRCAD*

Guest Speakers

Todd Lee, PharmD, PhD, *Professor and Head of Department, Pharmacy Systems, Outcomes and Policy, College of Pharmacy, The University of Illinois at Chicago*

Emily Behar, PhD, MS, *Deputy Director, Center on Substance Use and Health, San Francisco Department of Public Health*

Rachel Lemons, *Project Manager, ONE Tennessee*

Today's Goals:

- ✓ Identifying Ideal Detailer Characteristics
- ✓ Exploring Recruitment Strategies
- ✓ Sharing Successful Recruitment Stories
- ✓ Q & A Session

Identifying Ideal Detailer Characteristics

To Consider:

- Communication Skills
- Professional Background
- Resources to Devote to Project

Communication Skills

- Ideal candidate will have all of the following skills:
 - Excellent written skills for documentation and team communication
 - Excellent interpersonal skills/social intuition
 - Time management skills
 - Ability to execute adult learning sessions
 - Public speaking skills
 - Persuasive communication skills
 - Comfort in speaking across disciplines

Professional Background

- Ideal candidate will have 1 or more of the following backgrounds:
 - Prior training or experience/foundation in clinical content a plus but can be learned
 - Background in public health, medicine, nursing, pharmacy, etc.
 - Sales background helpful but not necessary
 - Experience or training in motivational interviewing a plus

Resources to Devote to Project

- Ideal candidate will have:
 - Bandwidth to participate in regular calls or check-ins
 - Time to update reporting sheets (individual tracking and master tracking sheets)
 - Time to make approximately 1 visit per week at minimum, or other agreed upon frequency
 - Flexibility to make visits outside of traditional working hours/other commitments
 - Commitment to duration of program
 - Ability to travel if covering rural or multiple jurisdictions

Expert Insights

- Communication Skills

Todd Lee, PharmD, PhD, *The University of Illinois at Chicago*

- Professional Background

Emily Behar, PhD, MS, *San Francisco Department of Public Health*

- Resources to Devote to Project

Rachel Lemons, *ONE Tennessee*

Recruitment Strategies



Who to Recruit

Internal:

- Support of public health leadership
- Current public health staff
 - Long term AD position? Consider promoting full-time staff or adding hours to part-time staff
 - Short term AD position? Consider current part-time staff, or those with flexible projects

External:

- Professional Societies
- Associations
- Academia
 - *Med. Schools, Schools of Pharmacy, Nursing Schools, Public Health programs*
- Hospitals
- Health systems
- Coalitions
- Working Groups
- Boards of Health
- Retired health professionals

How to Recruit

- Job postings (Job boards/Listservs)
 - *Thorough and accurate job descriptions & competitive compensation*
- Outsourcing recruitment to a contract agency
- Leveraging other pre-existing relationships with external groups
- Events or conferences via presentations and/or tabling
- Connecting with pre-existing outreach initiatives

Successful Recruitment Stories



Todd Lee, PharmD, PhD, *The University of Illinois at Chicago*
Emily Behar, PhD, MS, *San Francisco Department of Public Health*
Rachel Lemons, *ONE Tennessee*



Please type your questions in the chat box
We will try our best to get to all of your questions!

