

Recognizing the Risks in a One Sided Key Message

***the importance and challenge of
balance in messaging***

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Food for thought

The art of “selling” a key message and pursuing behaviour change can result in taking a clear position on one side of the argument.

If a provider experiences a negative outcome as a result of implementing a key message, credibility can easily be lost **UNLESS** one has provided the message with a balanced reflection of all sides.

Learning Objectives

The participant will:

- become more adept at **foreseeing the risks** that may be inherent in a key message
- **consider ways to provide balance** in key messaging and still present a convincing argument
- **gain skills in communicating** the importance of balance in messaging to detailers, clinicians, policy makers and various stakeholders

Terminology

Balance involves acknowledging all sides of evidence and the varying perspectives and interpretations around it. Also if you take a side and tell the other side, the other side would say, yes you have adequately reflected my side.

Threats can come from even balanced key messages, however one sided key messages are attractive when asking for behaviour change, but often have especially significant threats - because one does not enact mitigation strategies.

Over next 90minutes

- **Balanced Information in Academic Detailing** (15minutes)
- **Breakout Workshop** (30 minutes)
 - Three groups, 1 topic with 2 key messages
 - To what extent is the key message balance?
 - What are the potential threats to this key message?
 - How Might you managed the threat?
- **Bringing it All Together** (30 minutes)
 - report back on questions above
 - discuss as a group
- **Final Thoughts and Wrap Up** (10min)
 - one thing you will take back to work?

Disclosure

No pharmaceutical industry funding

RxFiles

- Receives grant from Saskatchewan Department of Health through SHR for academic detailing in Saskatchewan
- Receives revenue from sale of book & subscriptions from outside Saskatchewan

Not for profit; not for loss!

A one sided message has risks, but a balanced message also has risks!

Balance

- Wishy washy messaging
- Frustration for those who just want to know what to do
- The feeling of disillusionment with lack of a clear answer
- Lack of action

One sided

- Clear & no ambiguity
- Confidence & reinforcement
- Obvious choice
- May obtain clear commitment to action

One Sided Key Messages

- Immediate barriers to
 - Polarization or taking sides
 - Push back
 - Pre-judging

One Sided Key Messages



- Future minefields
 - Hear alternate viewpoint from respected source
 - Get backlash from patients or colleagues
 - Have a negative patient outcome secondary to implementing message
 - Evidence changes

overprescribing/lack
reassessment

PPIs

patients/prescribers
see good results

**All patients on chronic daily PPI therapy should
be advised to taper & discontinue to reduce risk
of potential long term harms**

benefit to individual patient
vs
societal risk

are you just considering cost?

specialist on board?

risk of bad outcomes

time to deprescribe

Approaching Balance

- Note the evidence for both sides
- Acknowledge various viewpoints
- Identify the points of agreement, the points of disagreement
- If possible, identify the underlying assumptions of each side
- Acknowledge your own degree of certainty vs uncertainty



Ask yourself...

- In what ways could this message go bad?
- What if the evidence changes?
- What will happen to the relationship if there is a lack of buy in to the key message?

Breakout Workshop (30 minutes)

Balance in Key Messages

Group 1: Deprescribing Antipsychotics in Long-term Care

Group 2: Opioids in Chronic Non-cancer Pain

Group 3: Recommending Against Empiric Antibiotic use in
Predominant Viral Infections

Your task:

- To what extent is the key message **balanced**?
- What are the **potential threats** to this key message?
(detailer, program/service, policy maker, physician, patient)
- How might you **manage** this threat?

Bringing it All Together Group Discussion (30 minutes)

Briefly share your key message and what you discussed:

- To what extent is the key message **balanced**?
- What are the **potential threats** to this key message?
(detailer, program/service, policy maker, physician, patient)
- How might you **manage this threat**?

Other perspectives/thoughts? ideas? tools? tips?

Final Thoughts and Wrap Up

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- The design and delivery of a key message can work for you, against you, or both.
- Identifying and addressing inherent threats in a key message is important to safe-guard both the detailer and the service.

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**If there is one thing you will do when you go back to work
because of this workshop what would it be?**

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