

# ASSESSMENT GUIDE: Planning An Evaluation of an Academic Detailing Intervention

Area	Notes, Ideas, & Tools
<p><b>1. Intervention Planning:</b>  <b>Identify the gap in care (Patient-specific)</b>  <b>Choose specific clinical foci</b>  <i>Include:</i></p> <ul style="list-style-type: none"> <li>• A description of the AD topic area(s)</li> <li>• Process used for determining those areas</li> <li>• Stakeholders involved</li> <li>• Needs assessment</li> <li>• Evidence review</li> <li>• Identification of detailers</li> <li>• Development/adaptation of materials</li> <li>• Curriculum used</li> <li>• Selection of key change messages</li> <li>• Training process</li> </ul>	
<p><b>2. Target Audience (Clinicians):</b></p> <p><b>Selection factors include:</b></p> <ul style="list-style-type: none"> <li>• Location/geography for intervention</li> <li>• Type(s) of practice (primary care, specialty, etc.)</li> <li>• Goal number of clinicians to receive detailing; overall and by specialty</li> <li>• Identification of barriers to accessing clinicians</li> <li>• Review of other local interventions or resources, including potentially complementary or competing</li> </ul>	

### 3. Visit Tracking Metrics:

#### Potential Indicators:

- Type of visit (individual, small group/team; initial visit vs. return visit)
- # of outreach visits completed; % of targeted clinicians reached
- # of minutes spent per visit in direct AD
- Key message delivery (yes/no for each message)
- Closing: Did summary/closing occur; perceived commitment to change
- Follow-up metrics (# of visits that had follow-up scheduled; format of follow-up, etc.)

### 4. Outcome Metrics:

#### Potential Indicators:

- Attitudes (via survey)
- self-reported increase in knowledge
- Change in process of care; alteration in use of targeted test or treatment (e.g. screening, referrals, prescribing); may be increase or decrease depending on intervention focus
- Satisfaction of providers who received detailing visits
- Change in patient outcomes for targeted condition; feasibility will depend on availability of relevant data and anticipate time frame for changes in outcomes

### Other ideas, resources, & tools:

Notes, continued: