



KEY PHRASES:

Wording for Detailers to Use in 1:1 Visits with Clinicians!

- “You’re doing a great job with your patients, thank you for that.”
- “Don’t worry—that’s my job to find out.”
- “Bear with me while I share some more information.”
- “Let’s work together on this.”
- “I’ll go find out what I can and get back to you right away.”
- “That’s why it’s great you met me today!”
- “I’m checking in on your time—how much time do you have left?”
- “You might be selling yourself short! You’ve clearly done this on x disease/condition...”
- “What if you tried dipping your toes in as a start?”
- “This condition can also affect family members and their safety.”
- “You know, many providers I’ve met are also surprised about...”
- “How would you go about implementing this [screening/tool/approach]?”
- “I would encourage you to think about this approach...”
- “Tell me about a day in the life of your practice...”
- “We really want to meet people where they’re at!”
- “As healthcare professionals, we treat human beings, not their choices.”
- “This is an opportunity to involve your other staff with screening.”
- “It’s true that we can’t always relate with what our patients do.”
- “Even if it’s not perfect we can still provide them with better care.”
- “Let’s get right down to it if you’re low on time.”
- “We don’t know who has x disease, even if we think we know.”
- “We can connect you to a panel of experts and invite them in.”
- “Tell me about your practice—what are you seeing around x topic? Are you screening for it?”
- “We have the latest and greatest action kits/resources.”
- “You can save a lot of time, not just for the patient, but for you and your staff!”
- “I’m hoping you might be willing to try to work on this...”
- “We really need more providers to try this to better everyone’s health.”
- “Other providers have found this really helpful.”
- “I’m happy to look that information up.”
- “You clearly have a great relationship with your patients and their families.”
- “Connecting these patients with primary care is so important because they trust you.”
- “You absolutely can’t make a patient do something different, but you can stress the importance of it.”
- “If you can at least get some new information out there, even if patients don’t get it right away, they can at least learn more.”
- “This might surprise you—you may find the efficacy is strong. We never know until we try!”
- “You brought up a great question, I’d like to learn more about that myself.”