

**Nerissa Caballes, PharmD, MS,
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*Assistant Director of Medicaid
Programs – Academic Detailing*

Alex Crawley, BSP, ACPR

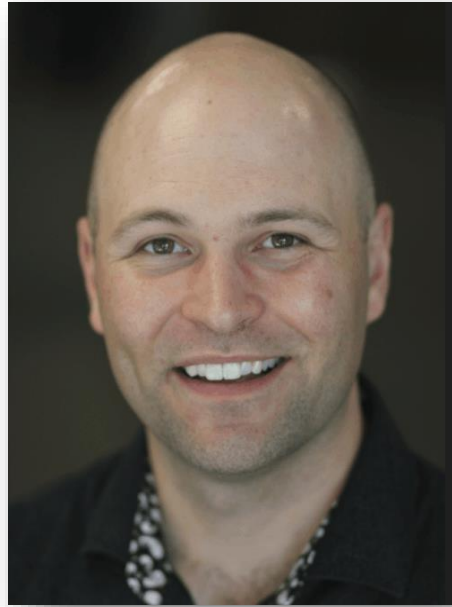
*Associate Director of RxFiles
Academic Detailing*

Building the Team You Want: Finding the Best Detailers

June 22, 2023



Today's Workshop Facilitators



Alex Crawley, BSP, ACPR
*Associate Director of RxFiles
Academic Detailing*

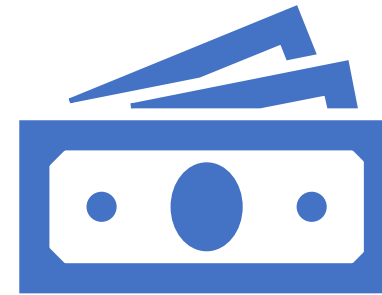


Nerissa Caballes, PharmD, MS, CRC
*Assistant Director of Medicaid Programs
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Disclosures



No conflicts of interest



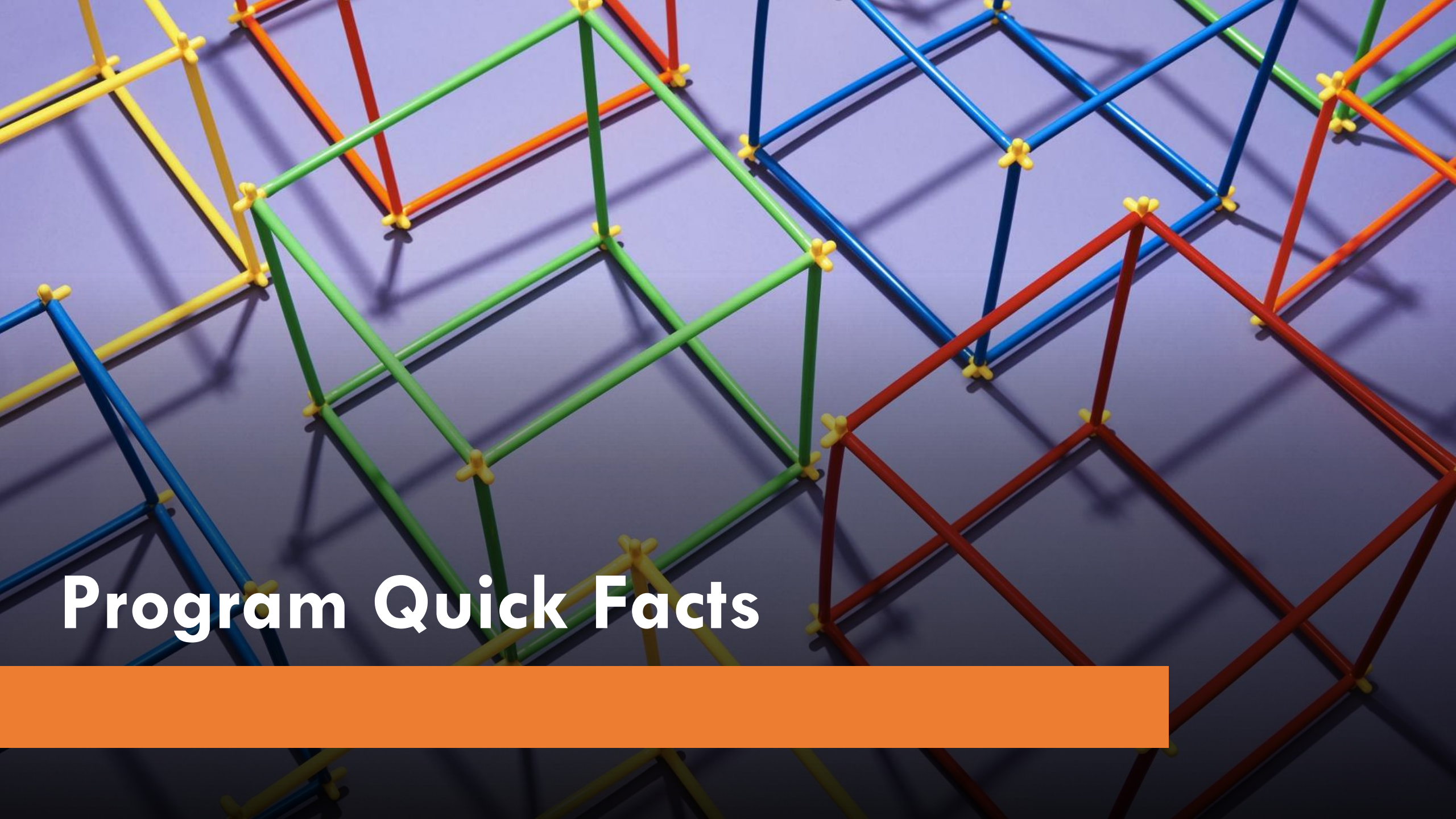
No financial or non-financial relationships of concern



Today's Agenda



- Explore how to **recruit, develop,** and **sustain** your detailing team
- Identify ideal **detailer characteristics**
- Think about your **own team's strengths and areas for improvement**



Program Quick Facts



Illinois ADVANCE at UIC



Illinois Public Act 101-0278
passed in August 2019



Required evidence-based non-
commercial education program
with academic educator
outreach for Medicaid
prescribers



Illinois ADVANCE
*Academic Detailing Visits
And New Evidence Center*

Illinois ADVANCE

2018

Meet the Illinois ADVANCE Team



RxFiles Academic Detailing



RxFiles started in **1997**.

We've had **25+** years of **slow, gradual growth**.



In **1997** we had **1 detailer**.



In **2023**, we have **13 detailers** (*most of these are part time*).



The **slow growth** has been beneficial – it's given us the luxury of **hiring the right people** as there is rarely the need for an 'urgent' hire.



Slow growth has helped a lot with training – our **senior team is available to train new recruits**.

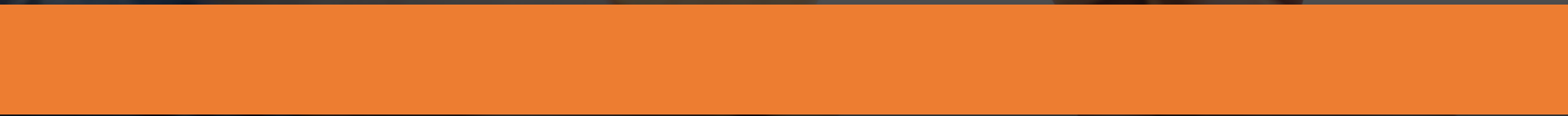


Meet the RxFiles Team





Recruiting Detailers & Developing the Team



Illinois ADVANCE: The Beginning



**SHIFT IN JOB
RESPONSIBILITIES**



**NARCAD
TRAINING**



**INTERNAL
TRAININGS**



Illinois ADVANCE: Tips for Hiring New Detailers



RECRUIT STAFF WITH SPECIFIC
SKILLSETS



FOCUS ON DIVERSE
BACKGROUNDS



DESCRIBE ROLES IN HIRING
PROCESS

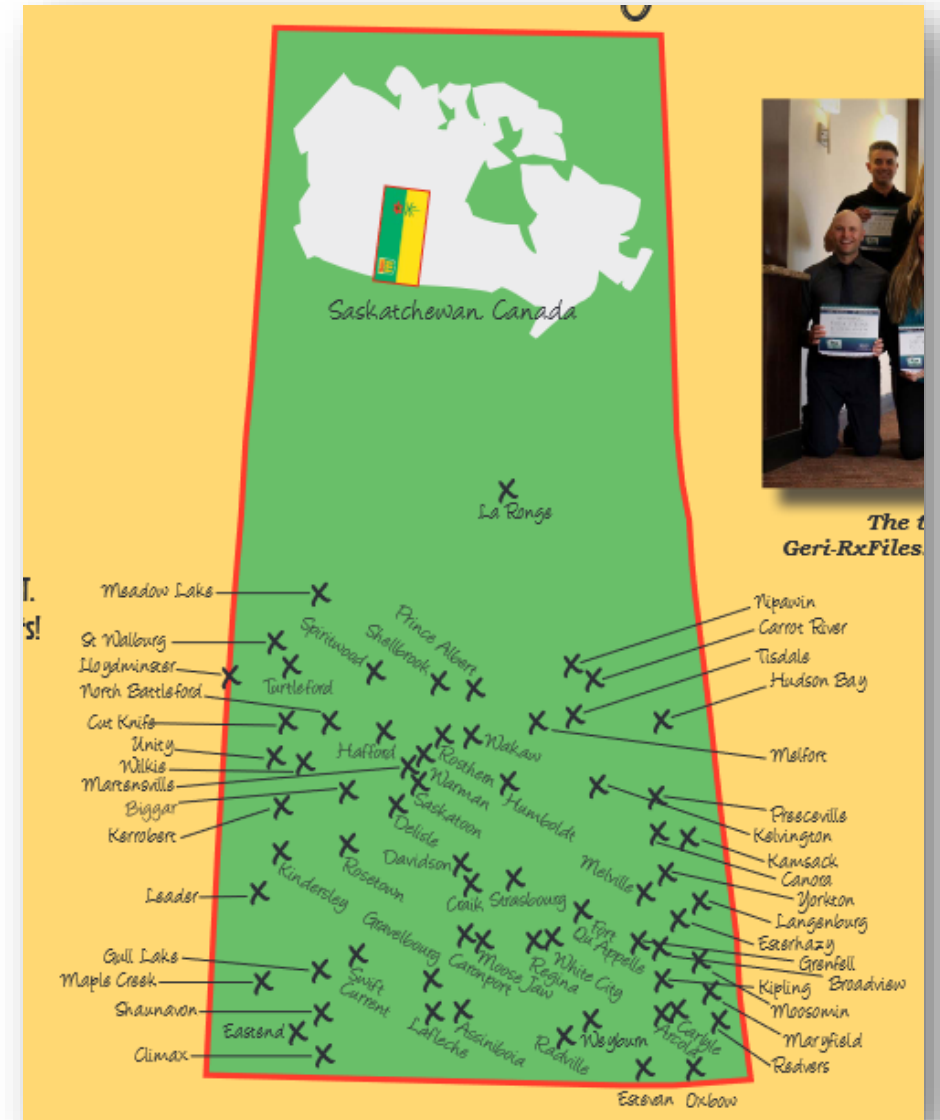


SET EXPECTATIONS FROM
BEGINNING

RxFiles:

Tips for Hiring New Detailers

- **Location**
 - We have a big province and we try to scatter local detailers around the area
- **Flexibility / Adaptability**
 - Willingness to live “in the grey”
- **Independence**
 - Minimal supervision for local positions
- **Ability to Admit When Wrong [RED FLAG!]**
- **Communication / Listening / Teaching Skills**
[NEXT SLIDE!]



RxFiles: Interview Tips

- We have **standard interview questions**.
- But we also ask, ***“Please bring a 5-10 minute presentation on any topic you are passionate about.”***
 - I love this segment – it helps me **get to the know the candidate** a bit better.
 - I can get a good feel for their **presentation skills** – presumably we get to see the candidate talking about something they are comfortable with, which should **mimic an academic detailing session**.
- I’ve **heard** about:
 - *Linocut printmaking*
 - *A mother’s journey from Iran to Canada*
 - *How to convince parents to vaccinate their kids*
 - *How to build a treehouse*



RxFiles: Training New Staff

- With a single new hire, we tend to **train internally** (*mentoring, small group workshopping, shadowing, etc.*).
- Every **3-5 years**, an academic detailing group in Canada (often us) hosts a large **“Basic Training” workshop** for new recruits from across the country.
 - We just hosted the most recent of these workshops in May 2023.
- We send all of our detailers to **a basic training workshop** ... eventually (*i.e., happy to have them working for a while with just internal training*).





Breakout Groups

Breakouts:

Build an Ideal Detailer

1. **Introduce yourself and your program** to the group.
2. Think about the traits and characteristics of an **ideal detailer**.
3. As a small group, list **10-15 important characteristics** of that detailer (e.g., personality, dress, energy level, background education, mindset, etc.).
4. Bonus: **Pick 5 characteristics** and **discuss why** they're critical in order for a detailer to be successful.

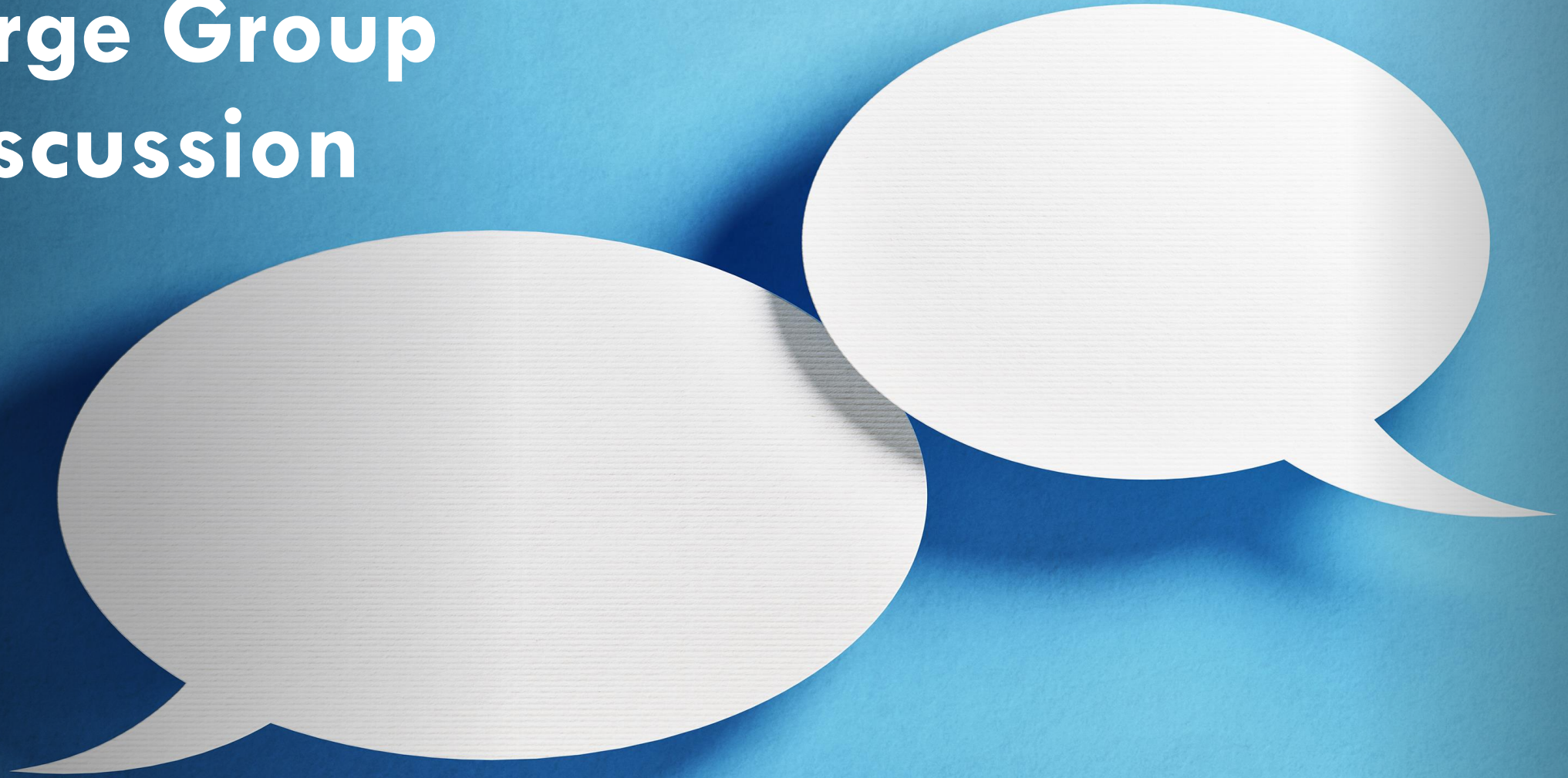


Small Group Logistics

- The discussion goals will be available to view in your chatbox
- You can request help from the host if you need assistance from the NaRCAD team
- See you in 15 minutes!



Large Group Discussion



A young man with dark skin and curly hair, wearing a light grey button-down shirt, is smiling broadly and looking towards the right. Next to him, a woman with blonde hair, wearing glasses and a reddish-brown blouse, is also smiling and looking in the same direction. They appear to be in a modern office or meeting room. The background is slightly blurred, showing what might be a whiteboard and some office equipment.

Sustaining the Team

Illinois ADVANCE: Ongoing Team Support



OPEN
COMMUNICATION



REGULAR
MEETINGS



TEAM TRAININGS



Illinois ADVANCE: Team Successes

Built leaders within the organization



*An AD Team is Not
Built in a Day*

The goal is **not** to
build **everything**
today but to lay one
brick and **take one**
step at a time.





RxFiles:

Making the Team Feel Appreciated

- **Post-training Day Evenings**
 - Our spread out team appreciates the chance to get together
- **Autonomy / Trust / Self-Efficacy**
 - Setting own schedule, booking own clinics, tracking own hours ...
- **Weekly Staff Meeting Ice Breakers**
 - Catching up with what's going on in everyone else's lives
- **Detailer Support Pharmacist (Tahirih)**
 - Go-to person for troubleshooting
 - Helps detailers learn from each other



RxFiles:

Setting the Culture

- **Perfection vs. Excellence**
 - Avoid the paralysation of “needing to be perfect”
 - Consistently pushing for improvement (excellence)
- **Seeking the Fun in Work**
 - Gamifying training days
 - “Can you guess the sham study title?”
 - Microsoft Teams humour (gifs / random pictures of life)
- **Talking Through Our Feelings**
 - Debriefs when visits go great
 - Debriefs when visits go bad





Breakout Groups

Breakouts:

Thinking About Your Team

1. Think about your **own detailing team**.
2. Share **3 strengths** of your team.
3. Share **3 areas where your team could improve**.
4. Bonus: How will you **implement what you learned** during this workshop with your team after the Summit?

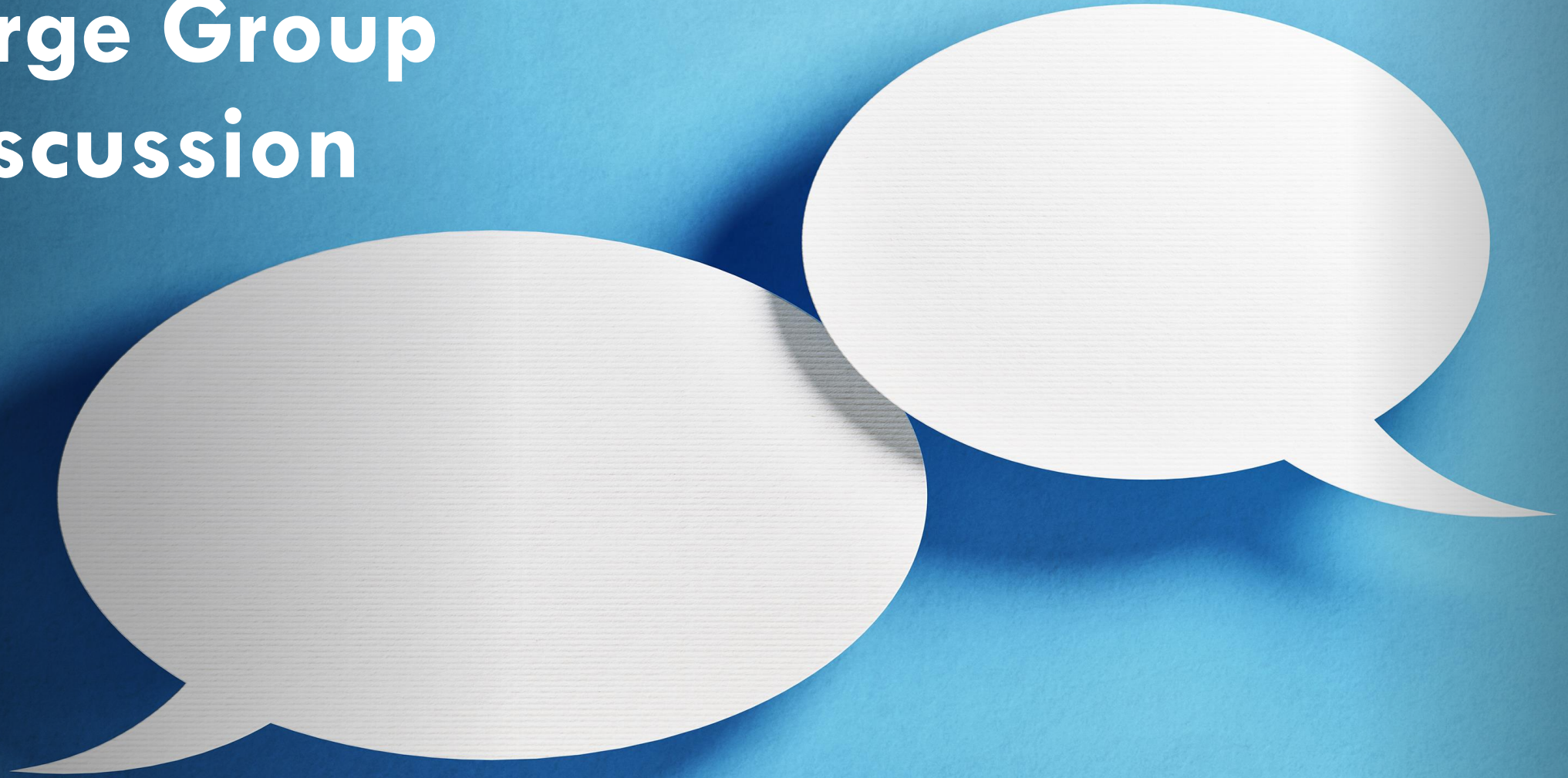


Small Group Logistics

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Large Group Discussion



Connect with *Illinois ADVANCE!*



Collaborating with prescribers
to **ADVANCE** evidence-based
healthcare



@illinoisadvance



@IL_Advance



@illinoisadvanceuic

Website: <https://illinoisadvance.com>

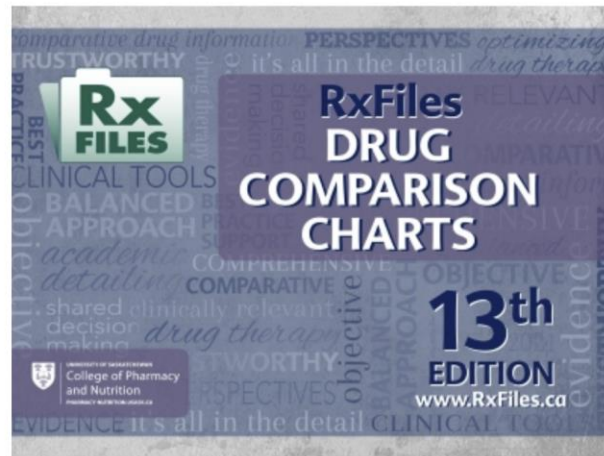
Email: illinoisadvance@uic.edu



RxFiles Resources

rxfiles.ca/resources

Links to all our resources.



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Thank You!