



Tips & Tricks for Virtual Success

Kelsey Genovesse PA-C

Detailer for Utah AETC Public Health Detailing Program

Last Updated: 2/25/21

Disclosures

None

Acknowledgment

This Mountain West AIDS Education and Training (MWAETC) program is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$2,911,844 with 0% financed with non-governmental sources.

The content in this presentation are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.



Virtual vs In person

- What items remain the same?
 - Your message, creating handouts, tracking your effort, calling clinics/providers, COMMUNICATION
- What items are different?
 - How you contact providers, scheduling meetings, using virtual platforms, making handouts electronic, FLEXIBILITY

Tips & Tricks to getting started

- Use electronic accessibility to your advantage!
 - Listservs, Posting on websites
 - Request a booth or advertise at virtual conferences
 - Make scheduling easy
 - Calendly
 - <https://calendly.com/k-genovesse-detailing/15min>
 - Keep strong notes! You will forget about e-mails
 - Create templates for e-mails and maybe phone calls
 - If calling- requesting an e-mail address
 - Practice your virtual formats!



PUBLIC HEALTH DETAILING

Educational outreach for primary care providers to help support the tireless dedication you have to Utah's patients and community.

The focus of this program is to increase awareness and treatment for Sexually Transmitted Infections and increase access to PrEP.

Consultations can cover:

- » Thorough sexual health history training
- » Reviewing newest guidelines for testing and treating STIs
- » Determine frequency of testing needed
- » Individual training for PrEP
- » How to implement PrEP visits into your primary care practice without causing additional burden.

Visits are:

- » Virtual with hope for in person training in the future
- » Set for 15 minutes
- » Offered six days a week, as many times as you want
- » One on One so providers can have individual and customized information!
- » FREE!

Contact our Public Health Detailer today for your first visit!



Kelsey Genovesse MPAS, PA-C
Public Health Detailer with AETC
University of Utah Health
Kelsey.genovesse@hsc.utah.edu
801-585-2547



Public Health Detailing

- Educational outreach-1:1 consult- "detailer" and provider
- Allows for individualization of evidence-based practices into provider's practice and opportunity to ask specific clinical questions
- Health Department funded, no commercial bias
- Topics: Sexually Transmitted Infections and PrEP
- Virtual visit, minimum 15 minutes with flexibility based on provider's needs
- FREE- reach out as often as you like!
- Kelsey.genovesse@hsc.Utah.edu

Challenges with Virtual

- E-mails are easily ignored
 - Make subject concise & clear
 - Personalize with provider's name & why you are reaching out to them
 - Send subsequent e-mails in the chain
 - Always include how to sign up for a session in the current e-mail
- Tech Issues
 - Know how to connect audio by phone
 - Have a backup platform ready
- Distracted visits
 - Offer another time
 - Shift to concise messaging, e-mail support evidence
 - Ask for follow up visit in another 1 to 2 weeks

Success & Advantages to Virtual

- Rural providers are more accessible
- Visits outside of clinic hours
- Travel reduced- time saved
- Materials can all be condensed to one e-mail and easily saved
- Edits can be made on electronic handouts as needed

Summary

- Your message remains the same
- Use electronic resources to your advantage
- Create a system on tracking, scheduling, taking notes and possibly templates for reaching out
- Practice your virtual formats!
- Be flexible