

Finding My Voice: Public Health Detailing Without a Clinical Background



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No other conflicts to disclose*

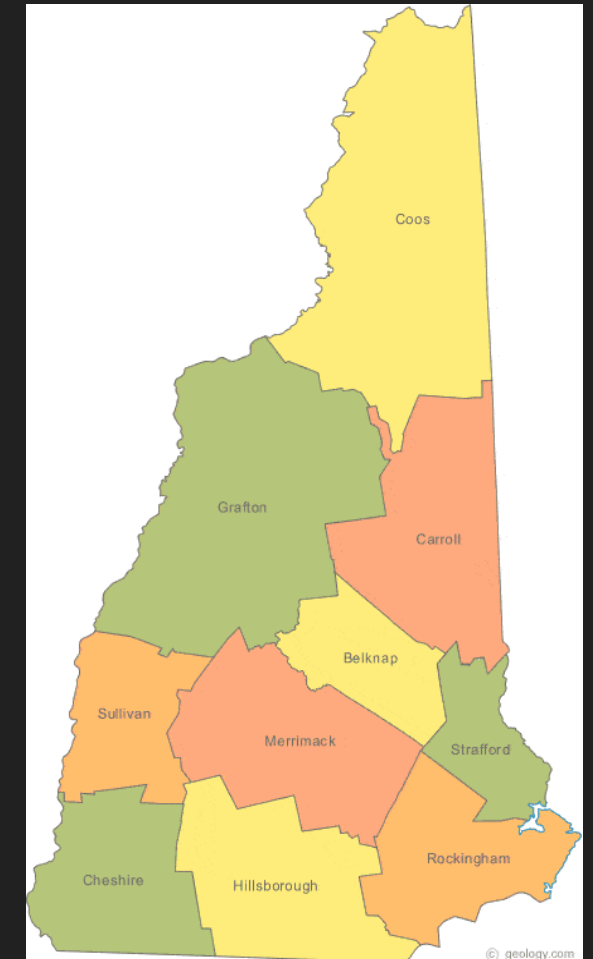
The 'Live Free or Die' State- New Hampshire

Geography

- 9000 square miles
- 50/50 rural and small urban environments
- Almost no public transportation

Population

- Approximately 1.5 million residents
 - **93%** White
 - **3%** Asian
 - **2%** Black
 - **2%** other races
- Median household income is about \$83,000



Program Details

- Two-person team
- Infectious Disease Prevention focus
- Re-established in 2018
- Pandemic pause 2020-2023
- In-person drop-in and some virtual visits



Who Am I & How on Earth Did I Become a Detailer?



Jess Alward

- Grew up in NH
- No clinical background
- Special Education undergrad
- MS in Emergency Management
 - w/focus on Public Health
- Community Theatre background
 - Learn new material- Detailing 'script', storytelling
 - Think on my feet- Acting is reacting
 - Facial expressions-Understanding, nonjudgmental
 - Comfortable speaking in public

Who Am I & How on Earth Did I Become a Detailer?



Jess Alward

- Joined public health in 2018 as a training coordinator
- Attended NaRCAD when promoted in 2019
- Rebuilt our program from the ground up
- Me, myself and I for the first year
- Pandemic slowed me down

“You Want Me to Talk About What!?”
New Clinical Topics Don't Have to Cause Panic.



Subject Matter Experts to the Rescue!

- **Who are our SMEs?**
 - Public Health Nurses
 - Epidemiologists
 - Provider Champions
- **They bring concerns to us too!**
 - When they find a gap they ask us for help
 - Help us focus our work where it is most needed
- **But they aren't detailers!**
 - We help narrow the focus
 - Make information more conversational
 - Provide useable tools

Materials Matter!

- **Key Message Creation**
 - Detailers synthesize all the great info from SMEs
 - What is our ask?
 - Use Plan, Do, Check, Act approach
- **Make it Pretty!**
 - Professional look
 - Curated resources for additional learning
 - Branded

Practice Makes Permanent...

- **Practice**
 - Detail your team
 - Revise your approach
- ***Practice again***
 - Detail on video
 - Watch it and do it again.
- **Practice One More Time!**
 - Detail a provider Champion
 - See it from their point of view

And What if....?

- **You are met with stigma**
 - HIV-Substance misuse-Mental Health-Income-Weight-Race-Gender....
- **What you say or do now matters**
 - Finding out more = understanding why
 - Focus on best practice to address
- **Bring it back to the EVIDENCE!**
 - We don't know, what we don't know

Hindsight is 20/20

- Many clinicians have no idea what detailing is
- Less is more
- The Right Stuff



Things That Would Have Been Great to Know Before My First Visit

- First impressions set the tone
- Docs/NPs/PAs are people too
- Being real really matters!