DETAILING WITHIN YOUR CAPACITY

Amy M. McWeeney PT, MSPT

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NEW HAMPSHIRE DHHS
Department of HEALTH & HUMAN SERVICES
Division of Public Health

Agenda

Mastering Your Own Unique Detailing

- Discuss how to be authentically you
- Share a story used in detailing
- Present engagement tips when communicating with providers
- Reflect on learning

Amy M. McWeeney, PT, MSPT

- Public Health Education & Detailing Program
- Bureau of Infectious Disease Control
- Division of Public Health

DISCLOSURES

No conflicts of interest to disclose

DETAILING AS MYSELF

Who am I, how did I get here?

What does it mean to be authentically me?

- How to detail as myself

What are my goals?

- Health
- Enhance geographic reach, rural areas
- Virtual detailing
- Be successful: happy, avoid burnout, do good

What is my capacity to meet my goals?

- Implement detailing within that capacity

CHAT WATERFALL

What does authenticity mean to **YOU**?

Authenticity

"Authenticity is the daily practice of letting go of who we think we're supposed to be and embracing who we are."

- Brené Brown

“Hard times arouse an instinctive desire for authenticity.”

- Coco Chanel

“The privilege of a lifetime is to become who you truly are.”

- Carl Gustav Jung

CHAT WATERFALL

What is **one thing** you always do in a detailing session to ensure you are being authentic?

Patient Stories

Working together with clinicians to share the human experience

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THE POWER OF STORYTELLING

Inspire the human side, evoke emotions and empathy

Develop relatability, understand the world and ourselves better

Increase engagement

Offer meaning, shared experience

Foster connection, build relationships

Improve learning outcomes

Client Story - (*warning: sexual assault)

A client died in 2015 of liver cancer at age 46.

- He had a lifetime of trauma and difficulties.
- He suffered severe abuse at the hands of his parents.
- He lived in constant shame as a gay man.
- He suffered from alcohol abuse and had severe anxiety.
- He was warm and very generous with what little that he had.
- He had a wonderful sense of humor and was capable of great kindness.

Client Story - (*warning: sexual assault)

He had a hepatitis C and HIV diagnosis.

- The hepatitis C was monitored but never treated.
- The provider stated this was due to his continued alcohol use, and a sometime spotty adherence to his HIV meds.
- The provider would say things such as “show me when you’re ready,” meaning he must change his behavior before being offered treatment.
- He was devastated by his cancer diagnosis and tried so hard to fight.
- He passed within 6 months of his cancer diagnosis.

This is why we do the work we do.

CHAT WATERFALL

How did this story make you feel?

Hepatitis C Detailing

An Overview

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HCV Detailing Action Kits

Clinician Facing Materials

Define Hepatitis C

- Data
  - Local data
- Pictures, text, charts, graphs
  - Learning styles
- Storytelling
- Clear asks/action items
  - Keep to a minimum

Testing & Treatment

Algorithms for ease

- Laminated to post & wipe clean

Provider Assistance

Training Opportunities

- Clickable links
- QR codes
- Offer CEUs
- Varying time commitment

Clinical Support

- Billing codes
- Financial assistance resources
- Resources

Patient Facing Materials

Community Support

- Rack card
  - Translated to meet community needs
- Financial assistance resources

TIPS

Virtual detailing and what has worked well for me.

Hello, open the room

- Open the virtual room early
- Friendly, authentic, create a relaxed comfortable space
- Logistics
  - Can you hear & see my screen, okay?
- "How are you?"
  - Active listening

Introductions

- Define my role
- Offer how the meeting will proceed
  - Expectations
  - Encourage questions
  - "I will be cognizant of our scheduled time, but I am happy to stay longer."

Pause

- Step back & reiterate asks
- "How are you going to implement this, what are you thinking?"

Motivational Interviewing

- Allow person to feel heard
- Build comfort so they can share about barriers
  - Problem solving together

Conclude

- "How was this helpful?"
- When will we see each other again?
  - "Let's put it in the calendar now if you have time."
- Restate my follow ups
- "What else can I do for you?"
- Reiterate how to reach me
- Document & use data

LESSONS LEARNED FROM THIS DETAIL, and a story for you

Specialists need detailing too

Work collaboratively

Reward increases job satisfaction

"What you do makes a difference, and you have to decide what kind of difference you want to make."

– Jane Goodall

Thank you.

Amy M. McWeeney PT, MSPT

- amy.m.mcweeney@dhhs.nh.gov

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