

Planning & Preparation for Successful Detailing Visits



BEVIN SHAGOURY | COMMUNICATIONS & EDUCATION DIRECTOR

National Resource Center for Academic Detailing

Division of Pharmacoepidemiology and Pharmacoeconomics

Brigham and Women's Hospital

Harvard Medical School



1:1 Visits are Successful When You're:

- ✓ Prepared
- ✓ Efficient
- ✓ Effective



Preparation:

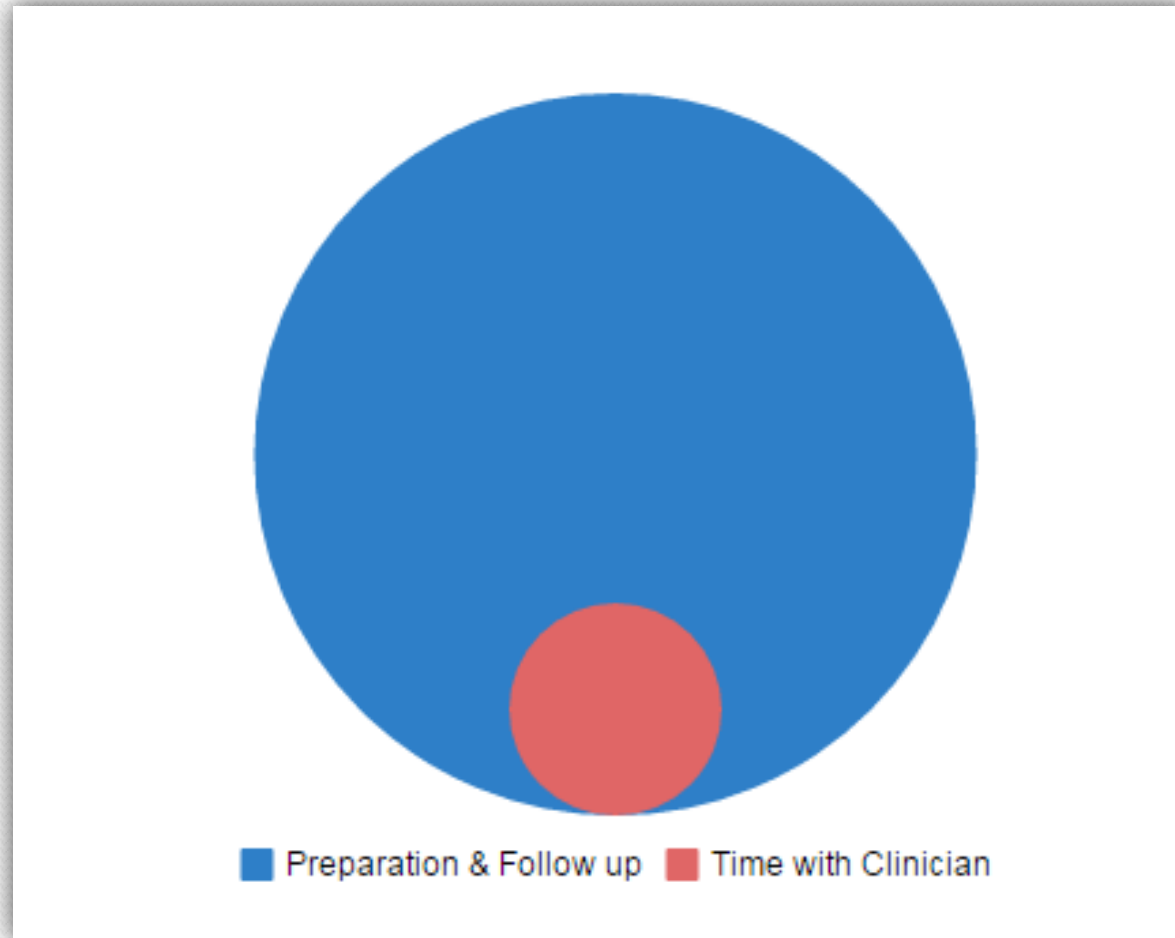
Proper Preparation
Prevents
Presentation Predicaments

- Prepare your key messages, features, benefits in advance.
- Know your content & materials inside and out.
- Achieve fluidity from materials to discussion through scripting and practice.

Efficiency:

- **Focus on high impact visits—do your research**
 - Clinic research: Patient panels, # of clinicians, etc.
 - PDMP Research
- **Introductory visit vs. follow-up visit**
 - How much time will you need?
 - Will you need a follow-up visit or visits?
- **Time Management:**
 - Accomplish your goals in allotted time
 - Plan day to maximize number of quality encounters

The Life of a Detailer:



Effectiveness:

 Remember why you're there! 

- To ignite the desire for change
 - To promote action
- To build a relationship over time

ASSESS: Are You On Target?

- **Is your messaging effective?**
 - Are your messages being well-received and understood?
 - How do you know?
 - If not, what do you do?



PIVOTING:



Revise your messaging & actions:

- You should always be assessing needs—yours, and the clinician's!
- Continue to gauge your effectiveness throughout the visit.
- Always be aware of resources and time, and stick to the timeframe you agreed to.

Prepare for Obstacles:

- What might a front-line clinician say? Object to?
- What's your plan if the conversation changes direction? What will do you?
- Have you practiced enough to go “off-script”?
- **Practice, Practice, Practice!**

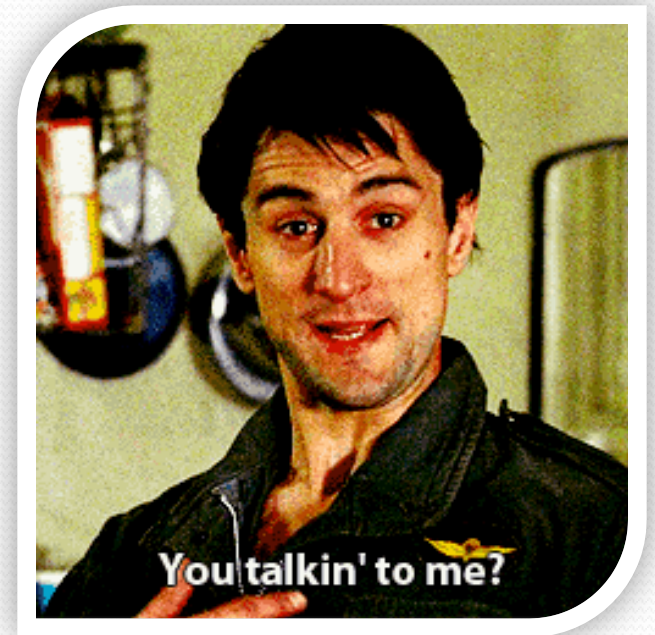


Ways to Practice:

- Write it out!
- Talk to yourself. Or family members, pets, or plants.
- Practice in front of a mirror.
- Audio record yourself saying your introduction or closing.
- Try it out on a friend or colleague who doesn't know the project and ask for feedback.
- Practice with another teammate via phone, Skype, or in person.
- Review our toolkit for detailing videos, tip sheets, and scripting tools!

SCRIPT IT!

The more you plan & know your role,
the easier it is to go “off-script”:



Remember the Structure of a Visit:

