

Academic Detailing 101

Reflecting & Responding to Objections

This resource was made as part of a foundational session on academic detailing at the 2024 AD Summit where attendees engaged in interactive discussions to understand and effectively respond to clinician objections.

OBJECTION 1: “I don’t want to take on anything related to Medications for Opioid Use Disorder (MOUD). These patients are the most complex and frustrating, and I just don’t have time or energy.”

Why do you think the clinician might have said this?

- Previous experience treating patients with OUD or heard about experiences from other clinicians
- Lack of education about OUD

What questions could you ask the clinician for clarification?

- Can you tell me about a previous experience you had when caring for a patient with OUD?
- What resources are available to support patients with OUD?
- What resources are available to support you as you treat patients with OUD?
- What is your current understanding of MOUD prescribing?
- What is the role of the PCP in MOUD prescribing?

How might you respond to the clinician once you have a better understanding of why they said this?

- This is a big ask for the clinician! Be patient.
- Find ways for the clinician to realistically support patients with OUD in their practice setting
- Help the clinician understand that some of the patients they are already serving may need OUD support or treatment services
- Present data on the prevalence of OUD in the state or county to help clinicians better understand the bigger picture

OBJECTION 2: “I can tell very quickly which patients are high risk for HIV, so I don’t need this tool.”

Why do you think the clinician might have said this?

- A bias or prejudice
- Lack of education and training
- Previous experience with a patient or heard about experiences from other clinicians

What questions could you ask the clinician for clarification?

- What do you consider to be high risk?
- What strategies do you currently use to assess who is at high risk?



How might you respond to the clinician once you have a better understanding of why they said this?

- Acknowledge what the clinician shared, but encourage them to be open-minded and understand what high risk entails