**Alosa Health Practice Detail Rubric**

Detailer Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Observer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| **Elements of a Visit** | **(1)**  **Needs Improvement** | **(2)**  **Meets Expectations** | **(3)**  **Excellent** |
| **Introduction:**   * Effectively reviews role and purpose of visit   + Summarized last visit and asked about experiences and progress made * Recognizes nonverbal communication & builds trust |  |  |  |
| **Needs Assessment:**   * Utilizes open ended questions to uncover prescriber needs and educational opportunities * Exhibits empathy |  |  |  |
| **Features and Benefits:**   * Conveys evidence * Describes what’s in it for the provider (WIIFM) |  |  |  |
| **Key Messages:**   * Delivers key messages with impact & focuses on identified needs * Utilizes materials effectively & presents them effectively (virtually) |  |  |  |
| **Barriers and Enablers:**   * Identifies obstacles & provides solutions and path forward * Offers follow up |  |  |  |
| **Objections:**   * Clarifies objections * Negotiates solutions |  |  |  |
| **Summary and Close:**   * Reviews key messages * Gains commitment for action/behavior change * Plans for follow-up |  |  |  |

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| **Overall Review of Detail Visit** | **(1)**  **Needs Improvement** | **(2)**  **Meets Expectations** | **(3)**  **Excellent** |
| **The detailer’s body language, tone, and eye contact (virtual presentation) seemed appropriate** |  |  |  |
| **The provider seemed engaged** |  |  |  |
| **Overall, the encounter embodied the elements of a successful AD visit** |  |  |  |
| **To the best of your judgment, this detail session resulted in building/maintaining a positive relationship with the clinician** | Unlikely  1 | Likely  2 | Extremely  Likely  3 |
| **To the best of your judgment, this detail session will result in a change in behavior** | Unlikely  1 | Likely  2 | Extremely  Likely  3 |
| **Comments:** | | | |

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| --- | --- |
| **Total Score** |  |