

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 o 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			

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:

Total Score	
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