Best Practices in Detailer Recruitment Webinar
Wednesday, January 29, 2020, 2:00 P.M. – 3:00 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women’s Hospital | Harvard Medical School
NaRCAD Staff:
Bevin Shagoury, Communications & Education Director, NaRCAD

Guest Speakers
Todd Lee, PharmD, PhD, Professor and Head of Department, Pharmacy Systems, Outcomes and Policy, College of Pharmacy, The University of Illinois at Chicago
Emily Behar, PhD, MS, Deputy Director, Center on Substance Use and Health, San Francisco Department of Public Health
Rachel Lemons, Project Manager, ONE Tennessee
Today's Goals:

- ✔ Identifying Ideal Detailer Characteristics
- ✔ Exploring Recruitment Strategies
- ✔ Sharing Successful Recruitment Stories
- ✔ Q & A Session
Identifying Ideal Detailer
Characteristics

To Consider:

- Communication Skills
- Professional Background
- Resources to Devote to Project
Communication Skills

- Ideal candidate will have all of the following skills:
  - Excellent written skills for documentation and team communication
  - Excellent interpersonal skills/social intuition
  - Time management skills
  - Ability to execute adult learning sessions
  - Public speaking skills
  - Persuasive communication skills
  - Comfort in speaking across disciplines
Professional Background

• Ideal candidate will have 1 or more of the following backgrounds:
  • Prior training or experience/foundation in clinical content a plus but can be learned
  • Background in public health, medicine, nursing, pharmacy, etc.
  • Sales background helpful but not necessary
  • Experience or training in motivational interviewing a plus
Resources to Devote to Project

- Ideal candidate will have:
  - Bandwidth to participate in regular calls or check-ins
  - Time to update reporting sheets (individual tracking and master tracking sheets)
  - Time to make approximately 1 visit per week at minimum, or other agreed upon frequency
  - Flexibility to make visits outside of traditional working hours/other commitments
  - Commitment to duration of program
  - Ability to travel if covering rural or multiple jurisdictions
Expert Insights

- Communication Skills
  Todd Lee, PharmD, PhD, The University of Illinois at Chicago

- Professional Background
  Emily Behar, PhD, MS, San Francisco Department of Public Health

- Resources to Devote to Project
  Rachel Lemons, ONE Tennessee
Recruitment Strategies
Who to Recruit

Internal:
- Support of public health leadership
- Current public health staff
  - Long term AD position? Consider promoting full-time staff or adding hours to part-time staff
  - Short term AD position? Consider current part-time staff, or those with flexible projects

External:
- Professional Societies
- Associations
- Academia
  - Med. Schools, Schools of Pharmacy, Nursing Schools, Public Health programs
- Hospitals
- Health systems
- Coalitions
- Working Groups
- Boards of Health
- Retired health professionals
How to Recruit

- Job postings (Job boards/Listservs)
  - Thorough and accurate job descriptions & competitive compensation
- Outsourcing recruitment to a contract agency
- Leveraging other pre-existing relationships with external groups
- Events or conferences via presentations and/or tabling
- Connecting with pre-existing outreach initiatives
Successful Recruitment Stories

Todd Lee, PharmD, PhD, The University of Illinois at Chicago
Emily Behar, PhD, MS, San Francisco Department of Public Health
Rachel Lemons, ONE Tennessee
Please type your questions in the chat box

We will try our best to get to all of your questions!