

PREPARING FOR YOUR AD VISIT

How to do some AD “Sleuthing” Before You Meet a Clinician

LIST OF SITES AND RESOURCES TO EXAMINE:

- **Social Media Platforms to explore clinics or clinicians themselves:**
 - [LinkedIn](#)
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
 - [YouTube](#)
- **Community Resources:** *Are clinicians a part of these? Are there pre-existing relationships you can consider or try connecting to within your own circles?*
 - State Boards
 - Practice managers
 - PHARMA reps
 - Friends & colleagues
 - Hospital affiliations
 - Universities: medical/pharmacy/nursing/allied health/dental schools
- **Websites & Other Info Sources:** *What else can you learn about clinicians and/or their specific practices, research, or backgrounds?*
 - [NPI lookup](#)
 - [Doximity](#)
 - [Dollars for Docs](#)
 - [Yelp reviews](#)
 - Practice website
 - Reverse image lookup
 - Google search
 - Using an incognito/private browser session to remove the search algorithm impact of steering towards specific results