

# Examples of E-Detailing Clinician Outreach

*Adapted from original content with permission from Amanda Kennedy, PharmD, BCPS, Director, Vermont Academic Detailing Program*

Academic detailing programs have found similar success rates for scheduling virtual visits compared to in-person visits, but there hasn't been any formal research on this. On the following pages are example of emails for recruiting clinicians for e-detailing visits. Please remember that these are examples, and the exact language may not work for every program. If you have a working relationship, you can add personal Below lists a table of contents of the examples available:

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## EXAMPLES OF E-DETAILING CLINICIAN OUTREACH

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### Example of E-detailing Invitation (first visit)

Subject: Invitation to Participate in Academic Detailing Session with [insert your name] – [insert topic]

Dear XXX,

[Introduce your academic detailing program, and the concept of academic detailing]

I am reaching out to clinicians in [insert community or clinic] to talk about [insert topic]. Are you interested and available in learning more about [insert topic] through an e-detailing visit? If so, please choose from the following times to meet through [insert virtual platform]:

[insert doodle poll, or other dates formatted]

I look forward to opportunity of meeting with you!

Warm regards,

[Insert your name]

[Signature]

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### **Example of E-detailing Invitation (Follow-Up)**

Subject: Invitation to Participate in Academic Detailing Session with [insert your name] – [insert topic]

Dear XXX,

Thanks for meeting with me for an academic detailing session on [insert date]. I enjoyed speaking with you about [insert topic].

I am reaching out to clinicians in [insert community or clinic] to talk about our next topic [insert topic]. Are you interested and available in learning more about [insert topic] through an e-detailing visit? If so, please choose from the following times to meet through [insert virtual platform]:

*[insert doodle poll, or other dates formatted]*

I look forward to opportunity of meeting with you!

Warm regards,

*[Insert your name]*

*[Signature]*

## EXAMPLES OF E-DETAILING CLINICIAN OUTREACH

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### **Example of Calendar Invite to Clinician**

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Subject: Academic Detailing Session with [insert your name] – [insert topic]

Location: Zoom

Make sure the start time and date are correct

Dear XXX,

Welcome to virtual academic detailing brought to you by the XXX Academic Detailing Program!

Here is the information you need to attend the session:

1. Click on the Zoom link below when you are ready to join the meeting
2. Please plan to join by video in addition to audio
3. It might take a minute or two to join the meeting. If you are having technical difficulties, please call me at [insert preferred number] We can use the attached PDF instead. You are welcome to use the PDF for future reference and are welcome to photocopy and share any of these documents and tools.
4. At the end of the session, please take our survey at [insert evaluation link]

I look forward to meeting with you!

Attach the session PDF, Zoom Tip Sheet, and CME sheet (*think carefully about whether you want to share materials in advance*)