TRUST & COLLABORATION FOR BETTER CARE: STRENGTHENING THE DETAILER-TO-CLINICIAN RELATIONSHIP

Wednesday, February 26th, 2020, 2:00 P.M. – 3:15 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women’s Hospital | Harvard Medical School
Today’s Webinar Facilitators:

Mike Fischer, MD, MS, Director, NaRCAD
Bevin Shagoury, Communications & Education Director, NaRCAD
Webinar Goals:

- Understanding the Day-to-Day Reality of a Frontline Clinician
- Reflecting on Clinician Values, Needs, and Barriers to Behavior Change
- Learning the Skills to Build a Strong, Collaborative Relationship
- Q&A Session with NaRCAD Team
Primary Care Physicians: The Day-to-Day Reality

- Stress levels are high
  - Number of patients
  - Time minimized for each patient
  - EHR/Protocol issues

- Under-resourced/under-staffed

- Workflow issues

- Other
What are Clinicians’ Goals?

- Patient health
- Safety
- Care improvement
- Mastery
What do Clinicians Value Most?

- Recognition
- Time
- Trust
- Honesty
- Knowledge
- Usable Tools
- Resources
- Collaboration
Needs Assessment: The Foundation of a Collaborative Relationship

Provide a space for the clinician to identify what they need to help their specific patients

WHAT'S YOUR STORY?
Needs Assessment:
The Foundation of a Collaborative Relationship

Deploy active, deep listening to the clinician’s stories, realities, experiences
Needs Assessment: The Foundation of a Collaborative Relationship

Reflect upon what the clinician is sharing with you, using clarifying statements, mirroring, and illustrating empathy and understanding.
Needs Assessment: The Foundation of a Collaborative Relationship

Transition to problem-solving vs. just delivering a key message.

This kind of relationship-building is more likely to result in clinician committing to a specific behavior change.
Building a Strong, Collaborative Relationship:

- See clinicians as human
- Respect their time and be mindful
- Clarify your role and intention
- Work towards common goal of care improvement
- Reflective listening and mirror statements
- Be prepared and well-versed in clinical content based on accurate evidence
Building a Strong, Collaborative Relationship:

- Acknowledge/validate their stressors/reality
- Use cultural sensitivity/inclusive language
- Be aware of different learning styles
- Identify AD as a continuous service
- Treat the entire clinic with respect
Please type your questions into the Zoom Q + A box.

We’ll try to get to all of your questions!
GLOBAL LEADERS IN CLINICAL OUTREACH EDUCATION

Training & technical assistance to help clinicians provide better patient care.

WE'RE CHANGING CARE, ONE VISIT AT A TIME.
Thank You!

NaRCAD 2020 Webinar Series