**MATEC Academic Detailing Cohort**

**FY22 (2021-2022)**

The Midwest AIDS Education and Training Center is sponsoring a 12-hour training on Academic Detailing in the Fall 2021. Each MATEC Local Partner will have the opportunity to nominate **two people** who will be trained to do Academic Detailing for PrEP in your community. It is important that we recruit the right people for this training. The information below is intended to help you decide who would benefit most from this resource intensive training. Recruitment may include community partners and may or may not include local MATEC staff. MATEC staff should only consider being trained if they are committed to conducting Academic Detailing as part of their work and participating in cohort activities for up to 12 months. We are capped at 20 participants for this MATEC sponsored training.

**What is "Academic Detailing" or “Public Health Detailing”?**

Academic detailing [AD] is an innovative, 1-on-1 outreach education technique that helps clinicians provide evidence-based care to their patients. Using an accurate, up-to-date synthesis of the best clinical evidence in an engaging format, academic detailers ignite clinician behavior change, which ultimately improves patient health. A successful AD visit, either in person or virtually, is highly interactive, always a dialogue, and continuously assesses a clinician’s individual needs in order to promote better prescribing, screening, and patient education.

This training will:

* Teach you about AD as an outreach education technique.
* Allow you to practice these techniques to persuade clinicians to implement PrEP. This training will focus on AD for PrEP, but concepts are transferable to other AD topics like Routine HIV Screening and Rapid Start.

This training will not:

* Teach you about PrEP as a HIV prevention intervention (who, how, why). Attendees should already have a baseline knowledge of PrEP or plan to attend a separate training to get this information. Please refer attendees without baseline knowledge about PrEP to the National HIV Curriculum: https://www.hiv.uw.edu/go/prevention/preexposure-prophylaxis-prep
* Tell you how AD will be implemented at your work place or community. This is something that you will discuss with your manager before or after the training.

**Ideal candidates have the Following:**

The Right Background:

* A professional healthcare-related background (e.g. doctors, nurses, pharmacists, social workers, case managers, medical assistants, etc.); OR
* A public health background (public health specialists, disease investigation specialists, etc.); OR
* A background in communications and/or education (e.g. health educators, communications and marketing, etc.)

The Right Knowledge:

* A working knowledge of the HIV epidemic in their community
* A strong understanding of PrEP as a biomedical prevention strategy
* Familiarity with local clinics, health systems, public health department, and patient concerns/socio-economic factors influencing care
* An awareness of which populations need to be prioritized as we attempt to expand PrEP
* A working knowledge of resources to support the provision of PrEP in the community

The Right Skills:

* Excellent interpersonal communication skills
* Tenacity
* Emotional intelligence
* Experience with motivational interviewing or other persuasive communication training

**AND**

The ability to work approximately 5 hours a week to facilitate 1:1 visits with frontline clinicians over a virtual platform or in their own offices/clinics – plus a commitment to participate in cohort activities aimed at supporting academic detailers for up to one year following this training.

**About the Academic Detailing Training**

* **Lead for August Training:** MATEC Indiana
* **Lead for Ongoing Regional AD Activities:** Regional EHE Coordinator
* **Format/Platform:** Virtual via Zoom (provided by NaRCAD)
* **Date:** August 31-September 2, 2021 1pm-5pm EDT
* **Hours:** 12 hours over 3-days

The training will be provided by NaRCAD. Founded in 2010 and operating within Brigham & Women's Division of Pharmacoepidemiology & Pharmacoeconomics, NaRCAD is the only national technical assistance and capacity-building resource center for clinical outreach education. Their mission is to increasing access to evidence-based, interactive education for front line clinicians on the topics that matter most to their patients. They train and support health educators so they can provide the best tools and resources to clinicians, focusing on health crises and clinical challenges ranging from substance use to chronic disease management.

**Academic Detailing Materials on PrEP**

* PrEP AD Materials will be a regional effort, *potentially* lead by our new EHE Coordinator in Wisconsin. LPs can volunteer to be part of the workgroup.
* NaRCAD has samples of PrEP AD materials for us to review and use
* NaRCAD has created a guide to creating AD materials that we can reference as we create our materials.