

AD

1001

INTERACTIVE DIALOGUES
FOR SUSTAINABLE
CLINICIAN GROWTH

NARCAD2020:
"SHARING A VISION OF SUSTAINABILITY"

DAY 1 BREAKOUT SESSION

Zack Dumont, BSP, ACPR, MS

*Clinical Pharmacist, RxFiles Academic Detailing Service,
Manager of Clinical Pharmacy, Saskatchewan Health Authority*

Todd Lee, PharmD, PhD

*Professor and Head, Department of Pharmacy Systems,
Outcomes and Policy, College of Pharmacy, University of Illinois
at Chicago*

Winnie J. Ho *Program Coordinator, NaRCAD*



Welcome.

We're excited to meet you.

Meet Your Breakout Team Leaders



Todd A. Lee,
PharmD, PhD
UIC

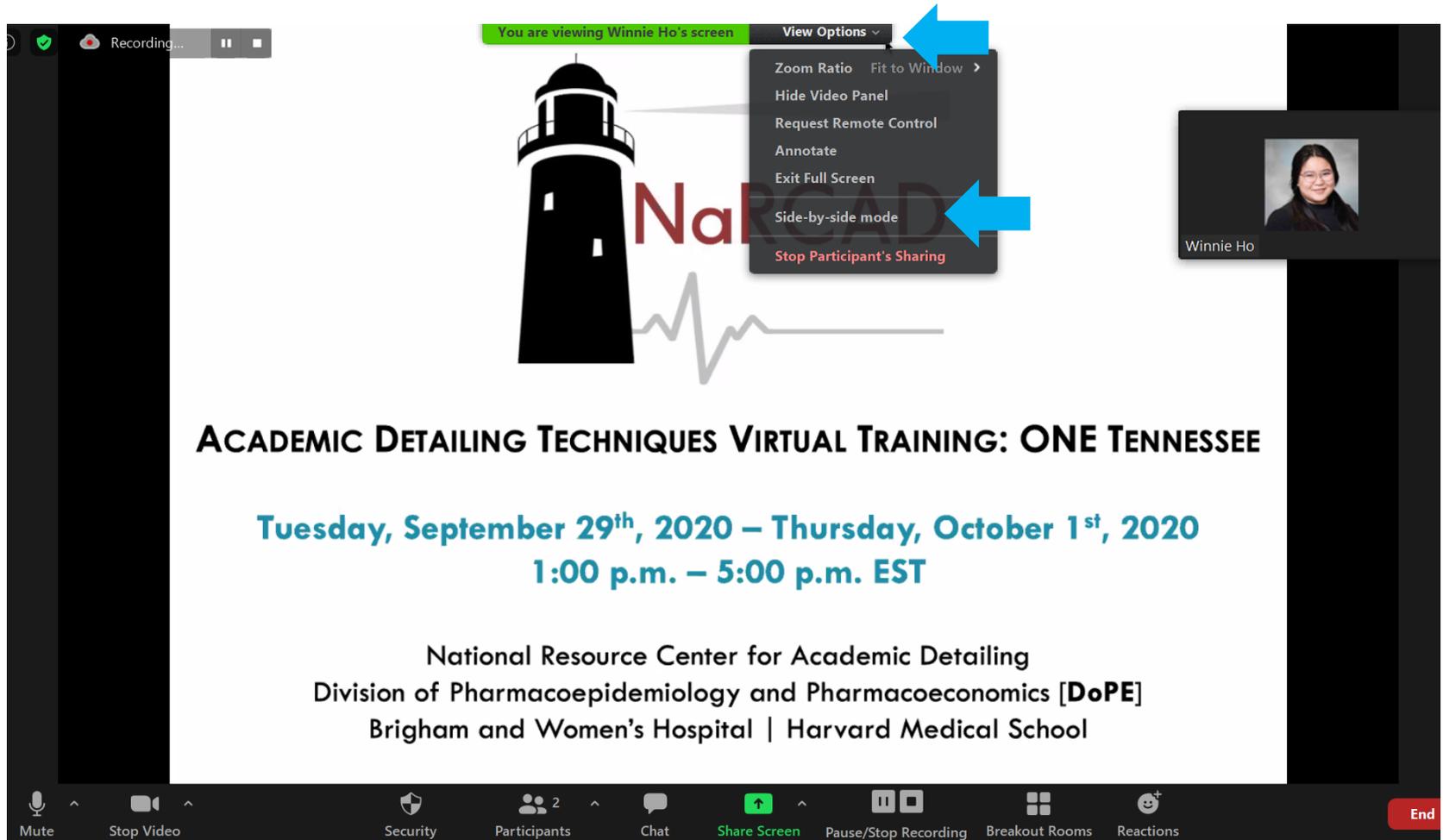


Zack Dumont,
BSP, ACPR, MS
RxFiles



Winnie Ho
NaRCAD

Adjust to 'Speaker View'



The screenshot shows a Zoom meeting interface. At the top, a green bar indicates "You are viewing Winnie Ho's screen". A "View Options" dropdown menu is open, with "Side-by-side mode" highlighted by a blue arrow. Other options in the menu include "Zoom Ratio", "Fit to Window", "Hide Video Panel", "Request Remote Control", "Annotate", "Exit Full Screen", and "Stop Participant's Sharing". A small video thumbnail of Winnie Ho is visible on the right. The main content area displays the following text:

ACADEMIC DETAILING TECHNIQUES VIRTUAL TRAINING: ONE TENNESSEE

Tuesday, September 29th, 2020 – Thursday, October 1st, 2020
1:00 p.m. – 5:00 p.m. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women's Hospital | Harvard Medical School

The bottom of the screen shows the Zoom control bar with icons for Mute, Stop Video, Security, Participants (2), Chat, Share Screen, Pause/Stop Recording, Breakout Rooms, Reactions, and an End button.

Adjust to 'Speaker View'

Zoom Meeting | You are viewing Winnie Ho's screen | View Options | Total non-video participants: 1 | Speaker View

NaRCAD

ACADEMIC DETAILING TECHNIQUES VIRTUAL TRAINING: ONE TENNESSEE

Tuesday, September 29th, 2020 – Thursday, October 1st, 2020
1:00 p.m. – 5:00 p.m. EST

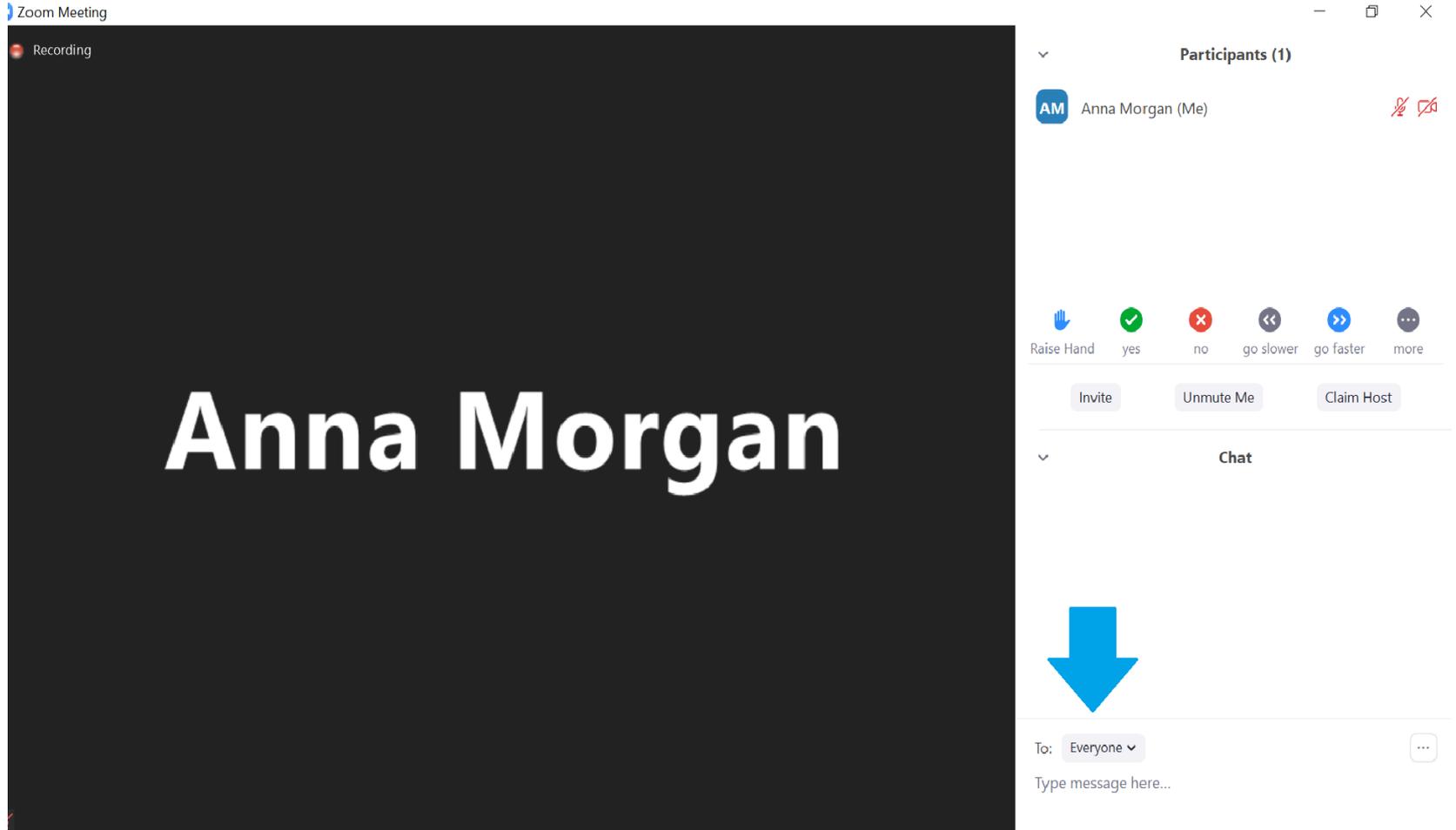
National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [DoPE]
Brigham and Women's Hospital | Harvard Medical School

Anna Morgan

Mute | Stop Video | Security | Participants (2) | Chat | Share Screen | Pause/Stop Recording | Breakout Rooms | Reactions | End



Make Sure You're Chatting With Everyone



The image shows a Zoom meeting interface. The main video area is black with the name "Anna Morgan" in large white text. A "Recording" indicator is visible in the top left. On the right, the "Participants (1)" list shows "Anna Morgan (Me)" with a microphone icon. Below the list are controls for "Raise Hand", "yes", "no", "go slower", "go faster", and "more". There are also buttons for "Invite", "Unmute Me", and "Claim Host". The "Chat" section is visible at the bottom right, with a "To: Everyone" dropdown and a "Type message here..." input field. A large blue arrow points down towards the chat area.

Goals for today:

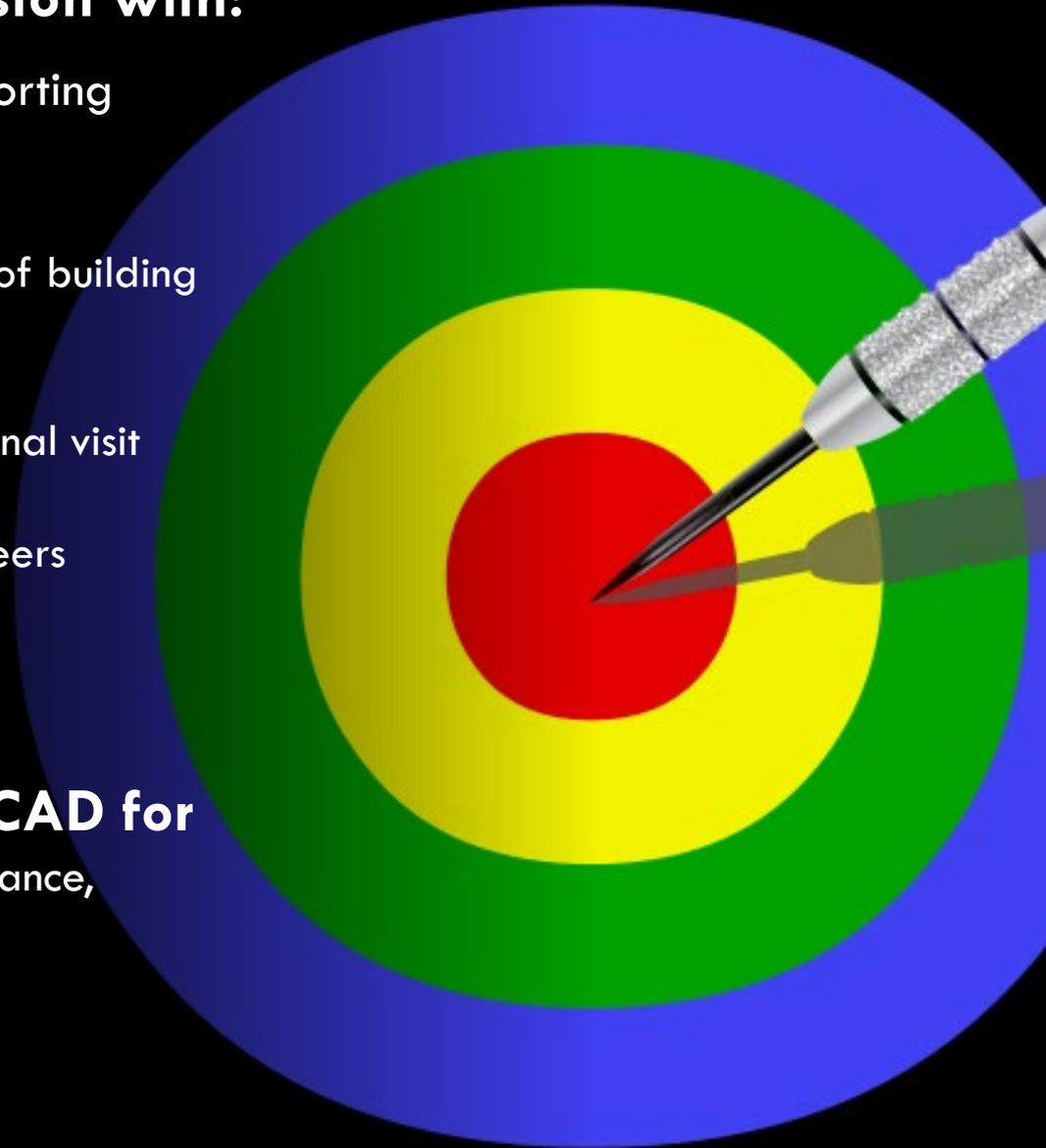


You'll walk away from this session with:

- ✓ A sense of why AD is critical in supporting frontline clinicians
- ✓ An understanding the basic components of building a program
- ✓ Exposure to each step of a 1:1 educational visit
- ✓ A chance to connect with other global peers
- ✓ Questions!

We'll also connect you to NaRCAD for

resources, consultation, and technical assistance,
including peer connections



**Level Setting:
WHERE ARE YOU AT?**

Type in the chatbox:

➤ **On a scale of 1-10, how much do you know about AD?**

0 = I know pretty much nothing at all.

5 = I know a bit, but I'm nowhere near an expert.

10 = I'm an AD whiz!





What's “AD”?

It's 1:1 educational outreach in a clinician's office (or online)

- Never a lecture—always interactive
- Assesses individual needs and provides customized support
- Uses compelling visual aids to share best evidence
- Encourages specific behavior changes using action-based key messages

✓ **The visit ends with a mutually agreed-upon commitment to specific practice changes**

✓ **Over time, the relationship is strengthened, based on trust and usefulness**

Why “AD”?

**Clinicians want the best outcomes for their patients,
but many obstacles are in their paths.**



It takes 17 years for research to reach practice.¹

Only 14% of research reaches a patient.¹

Only 18% of administrators and practitioners report using evidence-based practices frequently.²

THE SCIENCE-PRACTICE GAP

Sources: *Yearbook of Medical Informatics 2000; Implementation Science 2010*



The Goal of Academic Detailing

Closing the gap between:

**Best
Available
Evidence**



**Actual
Clinical
Practice**

Elements of a Successful AD Program

Identifying gaps in care

Defining intervention goals



➤ What's the gap between evidence and frontline care?

➤ How can detailing support clinicians in closing the gap?

Recruiting & training detailers

Delivering 1:1 clinician visits *(we'll be focusing on this today!)*

Evaluation & assessment

The Structure of a 1:1 Visit



—

Kicking things off with a strong introduction:

Head over to the chatbox:

Think of meeting someone new in any context.

➤ **What would make a “bad” first impression?**



From an Expert: Sharing a Strong Intro

Pro Tips.

Impactful detailers begin their visits with an intro that's engaging, succinct, and clear.



**FIRST
IMPRESSIONS**



Next: Conducting a Needs Assessment

**What does the
clinician value,
know, and need?**

How can you find out?

- ✓ **Ask the right questions.**
- ✓ (And make sure they're open-ended!)



Exploring Needs Assessment: **Small group chat!**

You'll have 15 minutes to:

1. Meet each other!
2. Figure out: **2 great needs assessment questions** a detailer could ask a clinician

How this will work:



- The discussion goals will be available to view in your chatbox
- You can request help from the host if you need assistance from the NaRCAD team
- We'll give you a 1-minute warning and bring you back into the main session

We'll see you in 15 minutes!

WELCOME BACK

Share your best needs assessment question with us!

Raise your hand and we'll unmute you!

(Shy? Type it in the chatbox!)

We'll reflect on a few and then move on to the next step.

UP NEXT

- **Key message delivery.**

What's a Key Message?

After asking the right questions to understand what a clinician needs, a key message is delivered using language that is action-oriented and specific.





STRONG KEY MESSAGES:

- ✓ **Use non-opioid treatment as first-line therapy for your patients experiencing chronic pain.**
- ✓ **Screen all patients over 65 using the gait and mobility test.**
- ✓ **Offer treatment options to patients with substance use disorder.**
- ✓ **Use a standardized sexual health history questionnaire to determine which patients are at high risk of contracting HIV.**

From an Expert: Impactful Key Messages

Pro Tips.





Preparing for Obstacles

Why wouldn't a clinician want to adopt the message you deliver?

Raise your hand and we'll unmute you!
(Shy? Type it in the chatbox!)



Addressing Obstacles: Active Listening & Ongoing Needs Assessment

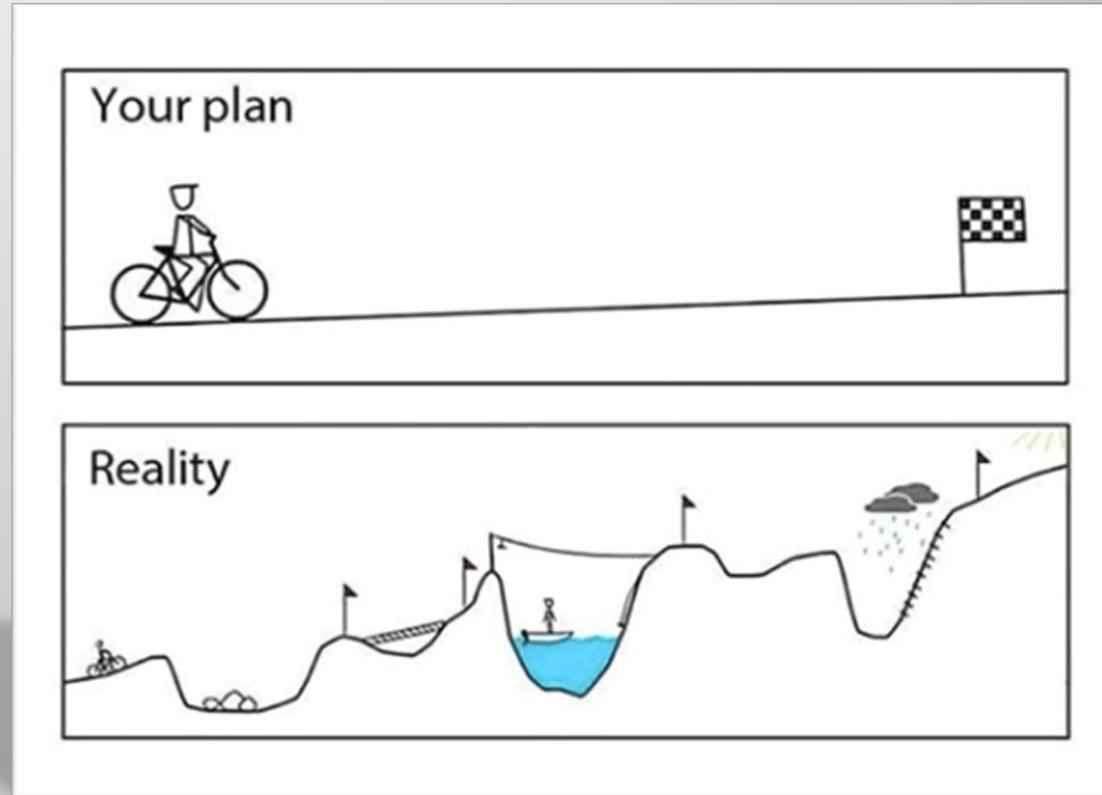
Respond to a clinician's objection by:

- ✓ **validating/empathizing with the objection**
- ✓ **asking a new needs assessment question**
- ✓ **trying a different approach or way of framing the message**

Most Common Objections and Challenges.

Experiences from the field.

- ✓ **Time!**
- ✓ **Resources** (*staff, equipment, space, money, training*)
- ✓ **Disbelief in evidence**
- ✓ **Other behavioral challenges**
- ✓ **Stigma**



Summary & Close:
**Asking for a Commitment
to a Specific Practice
Change**

Example of a specific, measurable ask.

“Can you try screening the next 3 patients over 65 with this new tool, and I can check in with you in 2 weeks to see how it went?”



P₃ | A₁ | T₁ | I₁ | E₁ | N₁ | C₃ | E₁

Behavior change takes time.

AD is all about:

- ✓ **Building trusting relationships**
- ✓ **Meeting clinicians where they're at**
- ✓ **Follow-up and support**

Questions for Zack, Todd, or Winnie?

Type your questions into the chatbox,
or raise your hand and we'll unmute you.

We'll get to as many questions as we can!

Any we can't get to can be sent to the NaRCAD team: narcad@partners.org

NaRCAD Technical Assistance



• **Program Building**

- In-person trainings, webinars, and ongoing virtual support, including training videos, resources, & more.



• **Phone Support**

- Follow-up to help you trouble shoot your visits and deal with challenges along the way.



• **E-mail Support**

- Unlimited guidance, resource requests, & troubleshooting.



DISCUSSION FORUM

PARTNERS BY LOCATION

DETAILING DIRECTORY

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.

NEW: e-Detailing Resources during COVID-19

EXPLORE OUR E-DETAILING TOOLKIT

JOIN THE DISCUSSION FORUM





**Please rejoin the main room now
by clicking on the link in the chatbox.**

