

# Explorations in Virtual Detailing

Applying Lessons Learned for Sustainable Connection & Impact

Jacqueline Myers, BSP

Pharmacist

Saskatchewan Health Authority Opioid Stewardship Program & RxFiles

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Hi, I'm Jackie!

Photo by Christina Victoria Craft unsplash.com



# Saskatchewan Health Authority

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Stewardship and Clinical Appropriateness  
Opioid Stewardship Program



## Zoom Poll:

Are you....

- Already providing virtual academic detailing services
- In the planning stages of providing virtual academic detailing services
- Just going to pause and ride this whole COVID thing out  
(It's almost over... right?)

March 2020



- detail
  - opioid
  - me...
  - ove
- ic pain  
id tapering

Intro



Needs Assessment



Key Messages & FBBE



Handling Objections



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# What does virtual detailing look like?

- **1<sup>st</sup> you need a platform: we chose WebEx**
  - Others: Zoom, Pexip, Skype, Telus Business Connect, GoToMeeting
- **Then you need to book visits**
  - Shift from phone calls to emails, also sent faxes
  - “RxFiles is adjusting our services to provide you options during this time of physical distancing...”
  - Trialing an online booking service
- **And preparation is key!**
  - Deliverables: materials delivered ahead of time, sent by mail
  - Going digital: adjusted materials to be more user friendly in a digital format
  - Military approach: strategized with colleague, slides, access to relevant tools/resources, pdfs with clickable links
  - Blind date: create a plan for ‘no shows’ & communicate with clinician



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Jacqueline Myers



**SaskPower**

@SaskPower



8:16 AM: A planned outage is scheduled on 10/20 from 02:00pm to 05:30pm in REGINA - REGENT PARK, affecting customers on 400blks of Retallack & Rae St [#skoutage](#)



12h

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ternal

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It's not all  
bad...

## Advantages

- Loads of materials/tools/resources at your fingertips
- More preparation = better prepared to adapt
- Improved knowledge of materials
- Forced smaller group or individual sessions
- Can remove some distractions

## Disadvantages

- Technology is tricky
- Requires more initial planning/preparation
- More opportunities for hiccups
- Can lose that personal connection; become didactic
- Can add some distractions
- Easier to get “stood up”

# Tips & Advice

- **AD during COVID is like a box of chocolates; you never know what you're going to get**
  - Have slides, electronic and paper resources ready
  - Be prepared to switch to a different "type" of visits based on needs
- **Give them the goods**
  - If possible, try to provide materials ahead of time
- **Have a landing pad**
  - Flipping and scrolling through screen is distracting
  - Start your visit with no materials, just conversation, then meaningfully land on an infographic, chart, resource, etc.
- **Learn to love the pause**
  - Gives people a minute to bring their eyes to where you want them
  - Helps with the lags that occur with technology
- **It's okay to be old fashioned**
  - Simple phone calls can be amazing visits
  - Removes distractions and allows for meaningful, focused discussion
- **BE KIND TO YOURSELF**
  - We're all in a weird place

