

Explorations in Virtual Detailing

Applying Lessons Learned for Sustainable Connection & Impact

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Hi, I'm Jackie!

Photo by Christina Victoria Craft unsplash.com



Saskatchewan
Health Authority

Stewardship and Clinical Appropriateness
Opioid Stewardship Program



“Show of hands.” Are you....

- Already providing virtual academic detailing services
- In the planning stages of providing 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
oid tapering

Intro



Needs Assessment



Key Messages & FBBE



Handling Objections



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What does virtual detailing look like?

- 1st 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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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



Jacqueline Myers

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Un

Participants

Unmute

Stop video

Share

Record

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

