**Assessment Guide: Planning An Evaluation of an Academic Detailing Intervention**

<table>
<thead>
<tr>
<th>Area</th>
<th>Notes, Ideas, &amp; Tools</th>
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| **1. Intervention Planning:**  
**Identify the gap in care (Patient-specific)**  
**Choose specific clinical foci**  
*Include:*  
- A description of the AD topic area(s)  
- Process used for determining those areas  
- Stakeholders involved  
- Needs assessment  
- Evidence review  
- Identification of detailers  
- Development/adaptation of materials  
- Curriculum used  
- Selection of key change messages  
- Training process | |

| **2. Target Audience (Clinicians):**  
**Selection factors include:**  
- Location/geography for intervention  
- Type(s) of practice (primary care, specialty, etc.)  
- Goal number of clinicians to receive detailing; overall and by specialty  
- Identification of barriers to accessing clinicians  
- Review of other local interventions or resources, including potentially complementary or competing | |
### 3. Visit Tracking Metrics:

**Potential Indicators:**

- Type of visit (individual, small group/team; initial visit vs. return visit)
- # of outreach visits completed; % of targeted clinicians reached
- # of minutes spent per visit in direct AD
- Key message delivery (yes/no for each message)
- Closing: Did summary/closing occur; perceived commitment to change
- Follow-up metrics (# of visits that had follow-up scheduled; format of follow-up, etc.)

### 4. Outcome Metrics:

**Potential Indicators:**

- Attitudes (via survey)
- self-reported increase in knowledge
- Change in process of care; alteration in use of targeted test or treatment (e.g. screening, referrals, prescribing); may be increase or decrease depending on intervention focus
- Satisfaction of providers who received detailing visits
- Change in patient outcomes for targeted condition; feasibility will depend on availability of relevant data and anticipate time frame for changes in outcomes

**Other ideas, resources, & tools:**
Notes, continued: