

# Build-A-Brand

Exploring Your Academic Detailing Program Identity  
to Elevate Virtual Visibility

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# Today's Goals

1. Leave this workshop with a vision of who you are as a brand
2. Create one promotional social media post

# Who We Are

Illinois ADVANCE is composed of over 30 pharmacy professionals from the University of Illinois at Chicago (UIC) who provide academic detailing services to Illinois Medicaid prescribers via one-on-one meetings.

- 2 Directors
- 3 Pharmacy research assistants (pharmacy technicians)
- 30 Detailers (pharmacists)

# Chatbox Poll

What is the first thing you think of when you hear  
**“branding”** ?

# Brand Identity

# Colors

## Blue

- Tranquility
- Dependable
- Loyalty
- Thought provoking
- Optimism
- Wisdom
- Sophistication

## Green

- New beginnings
- Restorations
- Growth
- Health
- Harmony

## Yellow

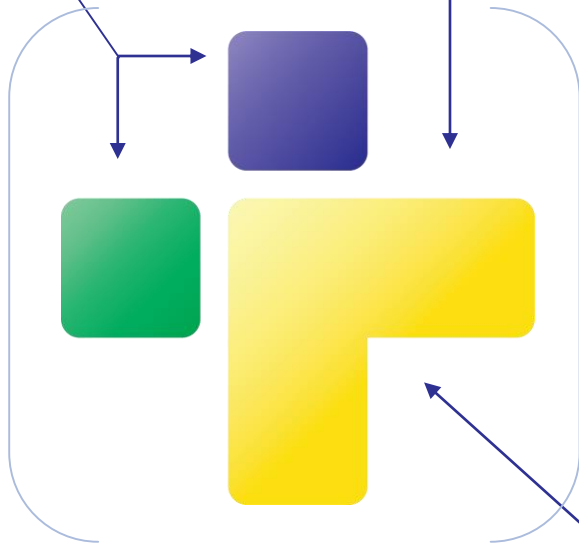
- Energy
- Curiosity
- Stimulating
- Positivity
- Happiness
- Intellectual

# Logo Design

Two people  
meeting

Extension of hand / handshake  
(collaboration)

Forward moving / positive



+

# Illinois ADVANCE

Academic **D**etailing **V**isits **A**nd **N**ew Evidence **C**enter

Cross representing  
Healthcare / medicine

Arrow pointing upward





DVANCE Scholarship ADVANCE Medicine ADVANCE Community ADVANCE Pharmacy ADVANCE Practice ADVAN  
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# Chatbox Poll

What are some words you use to describe your academic detailing program?

# Key Words

Reliable

Information

Healthcare

One-on-one

Accessible

Evidence-based

Collaborate

Medicine

Education

Unbiased

Interactive

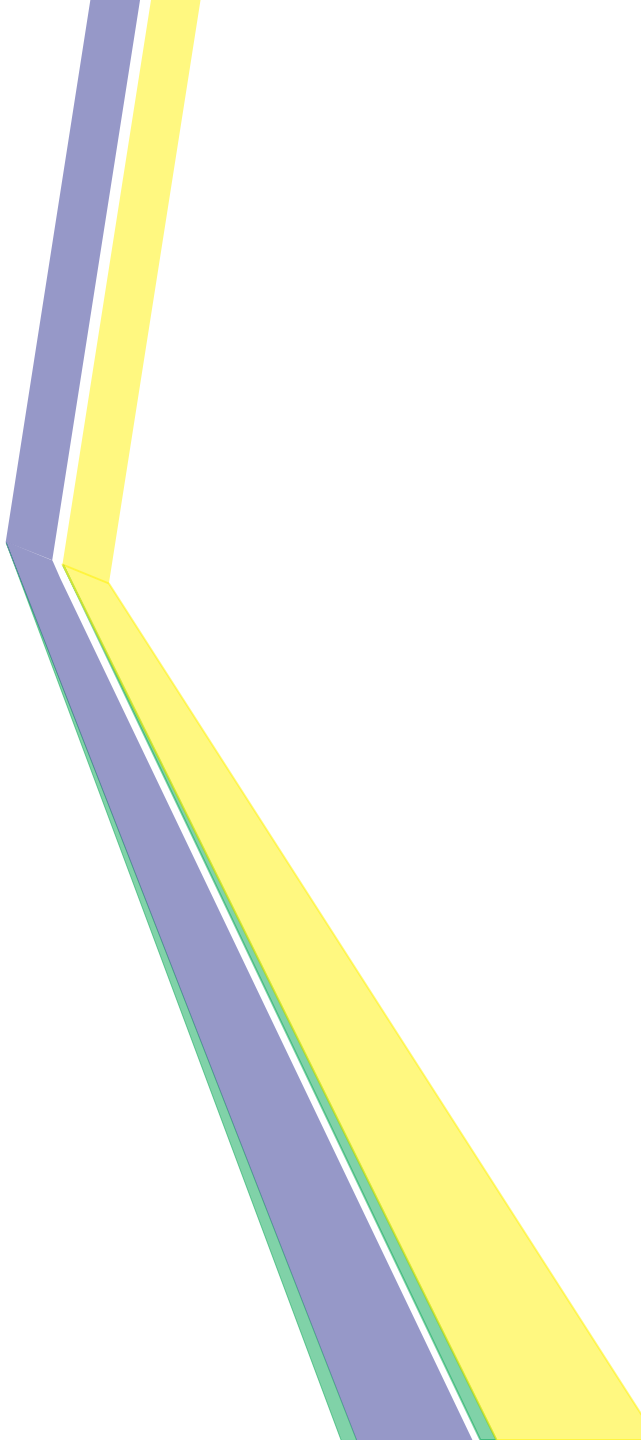
Focused

Illinois

Partnership

Accurate





# Exercise #1 (Brand Identity)

# Brand Identity

- Answer the following questions
  - What is the focus of your organization/brand?
  - What adjectives describe your organization/brand?
  - How do you want your organization/brand to be perceived ?
  - How do you want people to feel when they see your posts/logo/brand?
  - What phrases represent your organization/brand?

# Chatbox Poll

What is the first thing you think of when you hear  
**“social media”** ?

# Social Media

# What Social Media Can Do For You

- **Deliver information**
  - Accurate, up-to-date information on various healthcare topics (current events, studies)
- **Connect with others**
  - Healthcare professionals (prescribers, office managers, medical directors)
  - Social media managers from other organizations or companies
- **Promote your brand**
  - Explain academic detailing and what the service entails
  - Services provided
  - Information about your team
  - Collaborations or current projects

# Examples of Posts

# Educational Content

## Post Details



Illinois ADVANCE

Published by Hootsuite [?] · June 29 · 🌐

Increasing the accessibility of [#naloxone](#) is key to [#savinglives](#), so the @US\_FDA is assessing the potential of an OTC naloxone product. A study in @NEJM demonstrated that a model drug facts label provided adequate instructions for patients to administer naloxone appropriately in the case of a suspected opioid overdose. [#opioidcrisis](#) [#Opioidusedisorder](#) [#OverdosePrevention](#) <http://ow.ly/VymC50Aj4Y2>



**Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

**303**

People Reached

**29**

Engagements

Boost Post

## Performance for Your Post

**303** People Reached

17 Likes, Comments & Shares ⓘ

**16**

Likes

**15**

On Post

**1**

On Shares

**0**

Comments

**0**

On Post

**0**

On Shares

**1**

Shares

**1**

On Post

**0**

On Shares

**12**

Post Clicks

**2**

Photo Views

**1**

Link Clicks ⓘ

**9**

Other Clicks ⓘ

### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Promotional Content

## Post Details



**Illinois ADVANCE**

Published by Hootsuite [?] · August 13 · 🌐

Our clinical [#pharmacists](#) at [Illinois ADVANCE](#) are now scheduling [#virtualvisits](#) with primary care providers at [AMITA Health](#) in collaboration with [UIC College of Pharmacy PSOP](#). This [CDC](#) funded study aims to determine the impact of [#academicdetailing](#) on [#opioidprescribing](#) and IL Prescription Monitoring Program usage. The study also assesses provider satisfaction with the program and how academic detailing affects their clinical practice.



**Clinical pharmacists at Illinois ADVANCE use academic detailing to impact opioid prescribing behavior and PMP utilization in a CDC-funded research study**

**AMITA HEALTH**  
In sickness and in health™

**Illinois ADVANCE**



**Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

**1,497**

People Reached

**128**

Engagements

**Boost Post**



18

7 Shares

## Engagement for Your Post

**1,497** People Reached

Comments & Shares ⓘ

**50**



Like

**18**

On Post

**32**

On Shares

**1**



Love

**0**

On Post

**1**

On Shares

**3**

Comments

**0**

On Post

**3**

On Shares

**8**

Shares

**7**

On Post

**1**

On Shares

**66**

Post Clicks

**19**

Photo Views

**0**

Link Clicks ⓘ

**47**

Other Clicks ⓘ

## NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Current Events

## Post Details



**Illinois ADVANCE**

Published by Hootsuite [?] · April 24 · 🌐

Illinois has expanded the clinical role of [#pharmacists](#) as we continue to [#flattenthecurve](#). The Illinois Department of Financial and Professional Regulation has given approval for pharmacists "to screen patients, order, administer, read, and report findings" of [#COVID-19](#) tests waived under CLIA. [#publichealthemergency](#) [#pharmacypractice](#) [#covidtesting](#) [#pandemic](#)

<http://ow.ly/tJ2150zmO8b>



**Get More Likes, Comments and Shares**

When you boost this post, you'll show it to more people.

**4,259**

People Reached

**819**

Engagements

**Boost Post**

## Performance for Your Post

**4,259**

People Reached

**334** Reactions, Comments & Shares ⓘ

**215**

Like

**28**

On Post

**187**

On Shares

**20**

Love

**3**

On Post

**17**

On Shares

**32**

Comments

**3**

On Post

**29**

On Shares

**37**

Shares

**26**

On Post

**11**

On Shares

**515**

Post Clicks

**23**

Photo Views

**83**

Link Clicks ⓘ

**409**

Other Clicks ⓘ

## NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Analytics

Platform	Followers	Reach
Facebook	201	2500 (Sept-Oct)
LinkedIn	144	3000 (Sept-Oct)
Twitter	33	388 (highest engagement)

**Reach** is the size of the audience exposed to a post. Being aware of your reach is important when utilizing social media because it helps you understand the impact of your posts.

## Strategies to increase reach:

- Use images or videos
- Research and utilize relevant hashtags
- Tagging other (larger) accounts

# Visual Content

# Key Words

Reliable

Information

Healthcare

One-on-one

Accessible

Evidence-based

Collaborate

Medicine

Education

Unbiased

Interactive

Focused

Illinois

Partnership

Accurate



# Graphics



## Need help staying up to date on evolving clinical literature?

Our clinical pharmacists help Illinois prescribers navigate current drug therapy evidence

# Graphics



Collaborating with  
prescribers to  
**ADVANCE**  
healthcare in Illinois



# Exercise #2

## (Create a Post)

# Create a Post for Social Media

- Write a short headline promoting your program.
- Utilize key words identified in Exercise #1.
- The headline can be descriptive or pose a question.

# Sample Template

INSERT YOUR  
LOGO HERE

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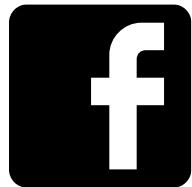
Insert promotional text  
about your program here  
( 3-4 lines)





# Thank You!

**ADVANCE** clinical evidence  
**ADVANCE** collaboration  
**ADVANCE** drug therapy decisions  
**ADVANCE** healthcare



[illinoisadvance.com](http://illinoisadvance.com)





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