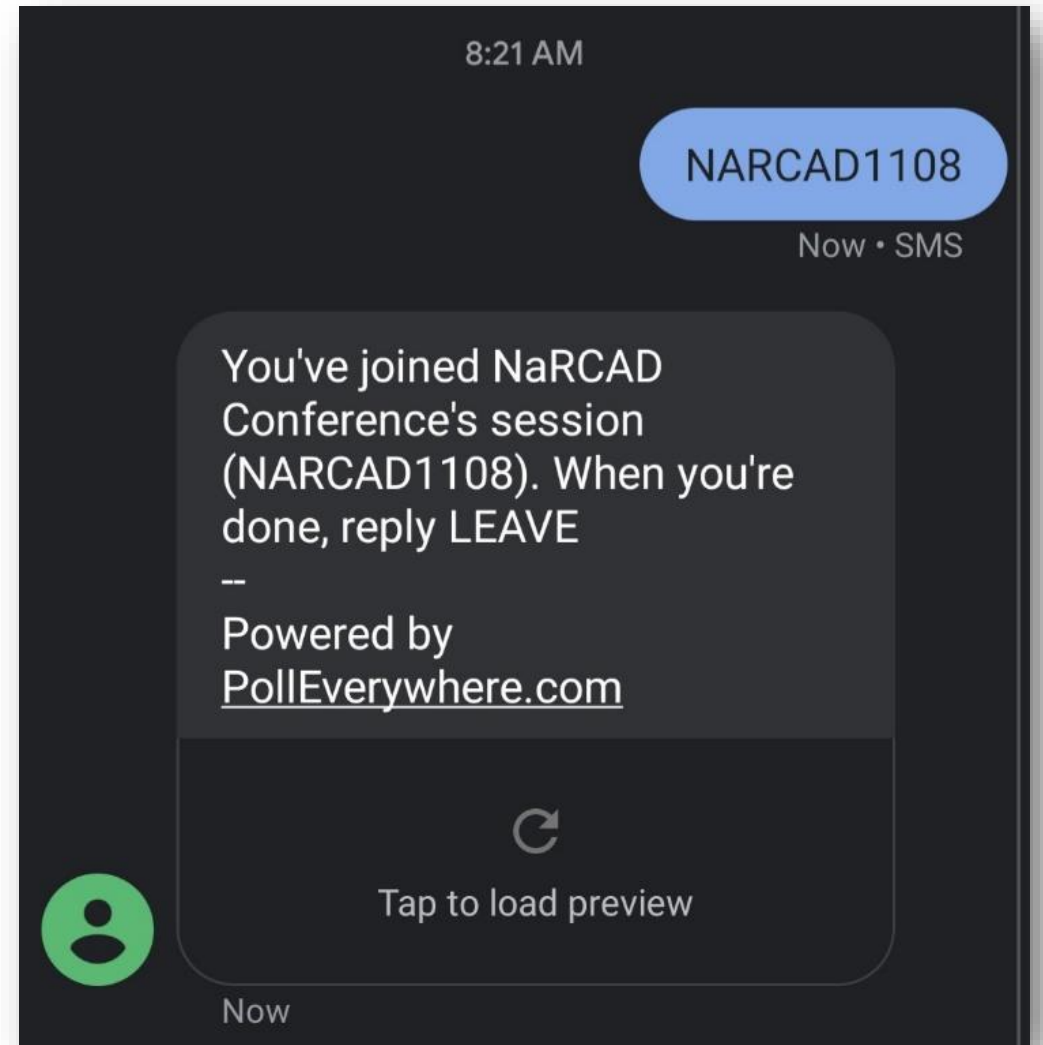




# Participant Perspectives: How Does Stigma Show up in AD?

# Poll Everywhere

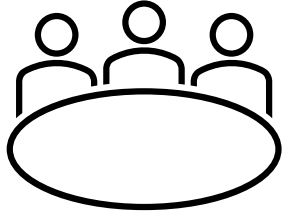
Send a text to  
**37607** with the word  
**NARCAD1108**



**In any setting, what's your reaction when you hear a stigmatizing comment?**

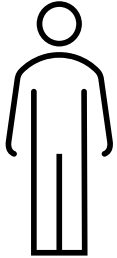
# Why might clinicians have stigma towards vulnerable populations?

# NaRCAD's Stigma Focus Groups



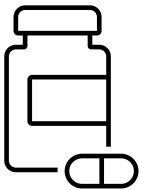
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**2 Focus Groups:** 2-hour sessions



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**10 Participants:** 5 per focus group



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**Clinical Topics:** Opioid safety, substance use disorders, HIV prevention, pediatrics, mental health, diabetes, and chronic illness

# Focus Group Themes

- Clinician **denial of the impact** of the clinical topic on the patient population
  - “I don’t have **those kind of patients.**”
  - “**That** doesn’t happen in my practice.”
- Clinician **resistance to clinical change**
  - “I don’t want **those kinds of patients** here.”
  - “I **don’t want to be known** as the ‘gay’ doctor.”
- Clinician concern of “**enabling**” patient behaviors
- Clinician **discomfort discussing certain clinical topics** with patients (e.g., sexual history, substance use, etc.)





# Detailer Reactions to Clinician Stigma

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- Feeling **uncomfortable**
- **Freezing**/being caught off guard
- Anger
- Shock
- Defensiveness

# Supportive Resources Brainstormed by Focus Groups

- **Scripting** tools
- Additional **role play**
- Connecting with **peers**
- **Self-assessment** tools
- Resources for **leadership buy-in**
- Recent **literature**
- **Pre-visit surveys** for clinicians
- **Conference** presentations







## **NaRCAD's Role**

- **Making intentional space** for our community to discuss these issues
- **Providing resources** and **fostering connections** for the detailing community to be collectively **empowered to address clinician stigma**
- **Setting realistic expectations** about detailers' roles in **navigating clinician stigma**

Coming in 2022

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*NaRCAD's Inclusivity Toolkit:*

Supporting Detailers in the Field