



National Resource Center  
for Academic Detailing

# RECRUITING DETAILERS

*A reference guide for finding the  
right detailers for your team.*



## BEST PRACTICES IN DETAILER RECRUITMENT: *NARCAD'S QUICK-REFERENCE GUIDE*

### Recruitment Criteria for Ideal Detailing Candidates

When recruiting detailers, you'll first want to consider ideal detailer characteristics including communication skills, professional background, and resources to devote to the project (refer to the table below).

SKILL SET AREAS:	SKILLS SOUGHT:
<b>I. COMMUNICATION SKILLS</b>	<p><b><i>Ideal candidate will have all of the following skills:</i></b></p> <ul style="list-style-type: none"> <li>▪ Excellent written and technical skills for documentation and team communication</li> <li>▪ Excellent interpersonal skills/social intuition</li> <li>▪ Time management skills</li> <li>▪ Ability to execute adult learning sessions</li> <li>▪ Public speaking skills</li> <li>▪ Persuasive communication skills</li> <li>▪ Comfort in speaking across disciplines</li> </ul>
<b>II. PROFESSIONAL BACKGROUND</b>	<p><b><i>Ideal candidate will have 1 or more of the following backgrounds:</i></b></p> <ul style="list-style-type: none"> <li>▪ Prior training or experience/foundation in clinical content a plus but can be learned</li> <li>▪ Background in public health, medicine, nursing, pharmacy, etc.</li> <li>▪ Sales background helpful but not necessary</li> <li>▪ Experience or training in motivational interviewing a plus</li> </ul>
<b>III. RESOURCES TO DEVOTE TO PROJECT</b>	<p><b><i>Ideal candidate will have:</i></b></p> <ul style="list-style-type: none"> <li>▪ Time to step away from other professional work and devote 12-16 hours to an intensive 2-3 day training</li> <li>▪ Bandwidth to participate in regular calls or check-ins</li> <li>▪ Time to update reporting sheets (individual tracking and master tracking sheets)</li> <li>▪ Time to make approximately 1 visit per week at minimum, or other agreed upon frequency</li> <li>▪ Flexibility to make visits outside of working hours/other commitments</li> <li>▪ Commitment to duration of program</li> <li>▪ Ability to travel if covering rural or multiple jurisdictions</li> </ul>

## Who to Recruit

After you've become familiar with the ideal detailing characteristics, you'll want to think about who you want to recruit to become a detailer for your program.

If you're hiring internally, you'll want to obtain support from public health leadership and consider current public health staff that may be good for the position based on the above characteristics.

If you're hiring externally, consider recruiting from the following groups or organizations:

- Professional societies
- Associations
- Academia (medical schools, pharmacy schools, nursing schools, public health programs)
- Hospitals
- Health systems
- Coalitions
- Boards of Health
- Retired health professionals

## How to Recruit

Consider the below approaches when you're recruiting detailers to yield the best results.

- Posting on multiple job sites
  - Include a thorough and accurate job description, as well as competitive compensation
- Outsourcing recruitment to a contract agency
- Leveraging other pre-existing relationships with external groups
- Attending events or conferences
- Connecting with pre-existing outreach initiatives