



Starting Your Academic Detailing Journey: Mapping Your Program Plan

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Presenters

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Disclosures

- None of the authors have any disclosures.



Survey

1. Which of the following seems the most challenging as you think about your local detailing program?

- Identifying staff
- Identifying providers
- Gaining support from my organization
- Identifying our detailing topic
- Tracking our progress
- Other?



Survey

2. What are some things you are worried about as you think about detailing?

- Type your response in the chat box.



Survey

3. If there was one thing that someone could help you with, what would that be?

- Type response in the chat box

- Understanding your community
- Identify your capacity
- Developing your materials
- Implementing
- Evaluating



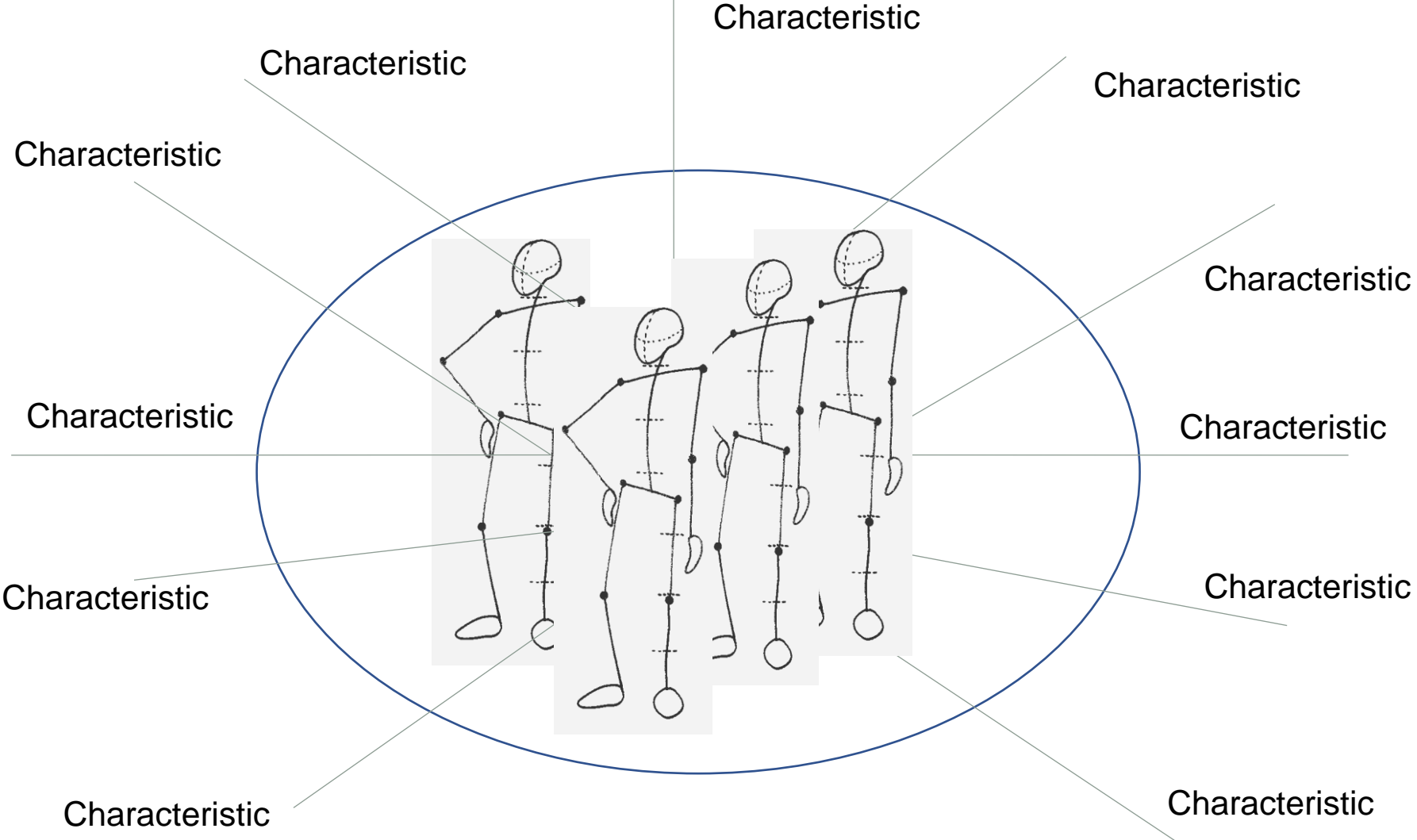
Understanding your Community

Key elements

- Data
- Priority Populations
- Needs Assessment



SEGMENTATION





Formative [Needs] Assessment

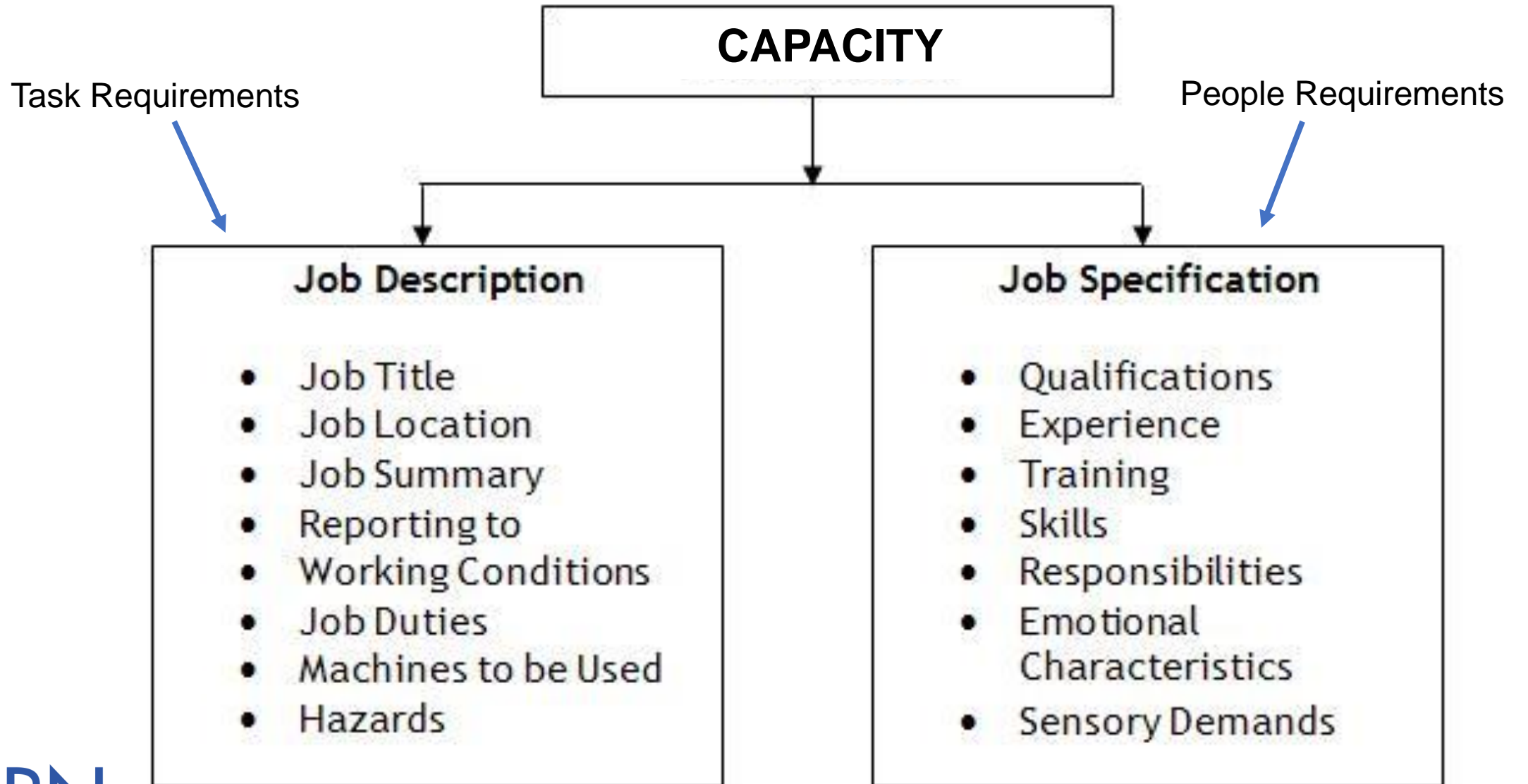
- ✓ A formative assessment is the first step in designing an intervention. It is an ongoing and **continuous process**.
- ✓ Provides a better understanding of the target population and their needs taking into account the multitude of experiences in the population and in the "**environment**".
- ✓ **Extremely important** in the implementation of a successful intervention (Behavioral, Public Health Strategy, Structural, Biomedical).

Identify Your Capacity

Key Elements

- Current skills
- Staffing
- Training
- Leadership Commitment





Developing Your Materials

Key elements

- Policies/Procedures
- Detailing Aid
- Marketing



Implementing

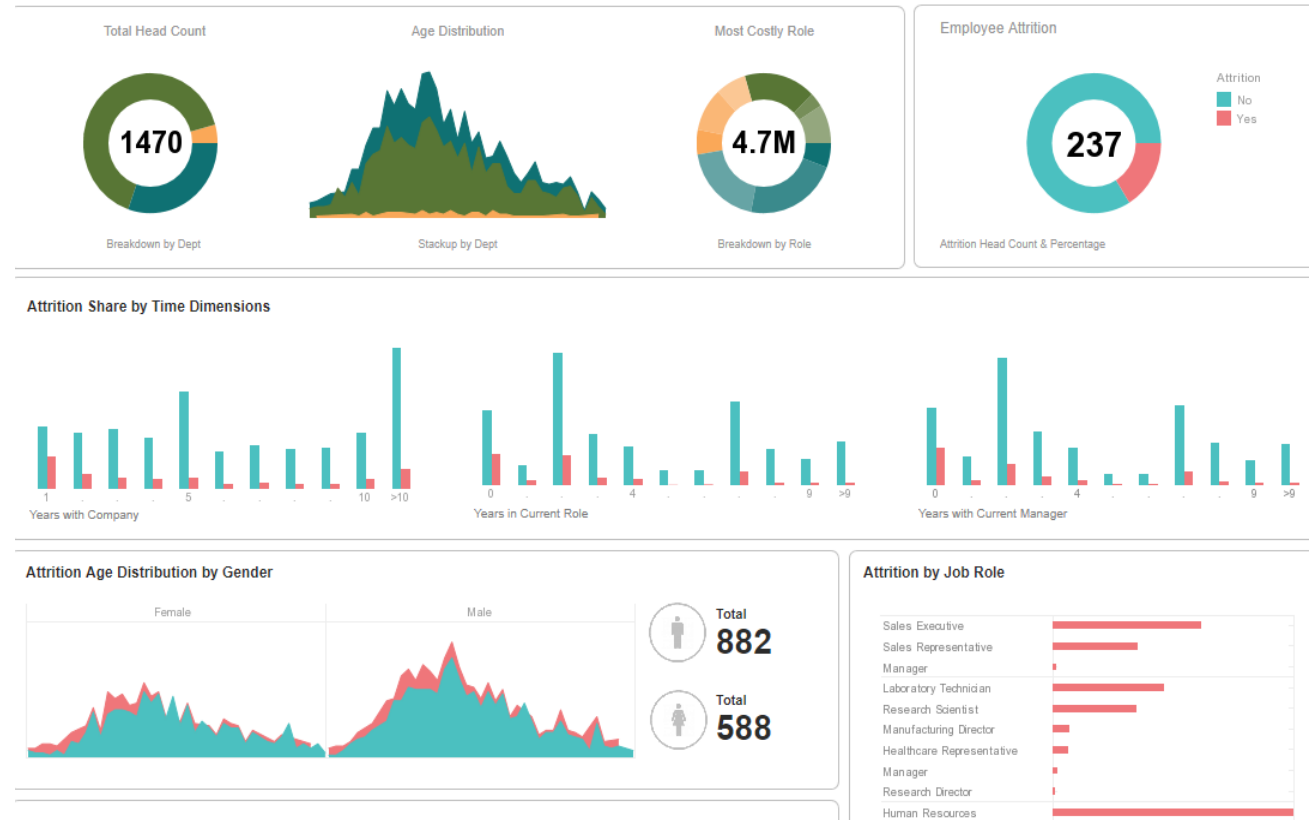
Key elements

- Getting started
- Sustaining your effort
- Detailing 'phases'



Evaluating

- Tracking tools
- Key metrics
- Type of evaluation
- Telling your story



Break-out

Case Study



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(This is a fictional case scenario.)

BEEUNIQUE (BEE) is a community-based organization (CBO) in that has been around for 10 years. BEE provides supportive health services. They have grown and have expanded their services to include services for youth. They have recently set up a detailing program to expand their referral services. They are having challenges with: identifying which primary care providers to engage; and what should be the main population focus. In your breakouts you will be assigned one of the following questions:

1. What steps should BEE take to identify providers; or
2. What steps should BEE take to identify a priority patient population?

PrEP Institutes / Detailing Institutes

PrEP Institutes

- Specific to one geographic area
- Goal: increase PrEP uptake in that community
- Determination of Needs
- Local Champions
- Follow-up

Detailing Institutes

- Goal 1: Develop your Detailing program
 - In advance or at the Institute
 - Custom approach
- Goal 2: Build skills in Detailing
 - NaRCAD trainers
 - Practice with your Detailing Aid

Peer-to-Peer Learning Communities

Community Portal

- Website
- Resource sharing
- Discussion Forums

Monthly Learning Sessions

- State of the Science
- Peer presentations
- Guiding questions



Closing



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