Gaining Clinician Access: Success and challenges of recruitment and retention of clinicians for AD sessions

The 5th International Conference on Academic Detailing
Nov 7, 2017

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Disclosures

• No conflicts of interest for both presenters.
• Patricia Chan:
  ▪ Employee of Vancouver Coastal Health
  ▪ BC Provincial Academic Detailing Service funding provided through BC Ministry of Health
• Tanya Marshall:
  ▪ Employee of Fraser Health
  ▪ BC Provincial Academic Detailing Service funding provided through BC Ministry of Health
Acknowledgements

Thank you to our colleagues for their input:

• Jennifer Carefoot, BSc (Pharm)
• Cristi Froyman, BSc (Pharm)
• Michael Louie, BSc (Pharm), PharmD
• Colleen Mayhew, BSc (Pharm), ACPR
• Terryn Naumann, BSc (Pharm), PharmD
• Aron Nenninger, BSc (Pharm)
Learning Objectives

• Participants will explore and share various strategies to recruit and retain clinicians for academic detailing (AD) sessions.

• Participants will learn strategies to overcome potential challenges in recruitment and retention of clinicians.
Background

• Academic detailers and AD program managers need to develop strategies in recruiting and retaining clinicians for educational sessions.
• Recruitment and retention are challenging parts of academic detailing work.
Recruitment Strategies

- Fax Invite
- Call
- Door to door
- Email
- Advertise Promote
Fax Invite

- Fax a general invite
- Follow up with a phone call to confirm receipt

- Introducing yourself & program on the phone
- Ask to speak to the clinician/person in charge of CME scheduling

- Pro: time efficient, can reach a large number of clinicians
- Con: impersonal, time dependent
- Applicability: urban & rural
Cold Call

- Call the clinic & ask to speak to the clinician or office manager
- Explain the purpose of your call clearly
- Let the office know you will be in town on a certain date
- Request to book a session
- Pro: time efficient
- Con: low yield
- Applicability: urban & rural
Door to Door

- Visit the clinic
- Ask to speak to the clinician face-to-face for a minute

- Wait in the hall & catch the clinician in between patients
- Introduce yourself & program
- Use previous educational material for visual
- Request to book a session

- Pro: high yield
- Con: time consuming, can be stressful
- Applicability: urban & rural
Email

- E-blast to all members of a medical group
- Email individual clinician

- Follow up with a reminder in one week, up to 3 reminders
- Attach your personal invite with a topic description
- Ensure your subject line identifies the purpose of your email clearly

- Pro: time efficient, reach a large number of clinicians, it can be personal
- Con: E-blasts may cost $$, it can be lost in follow up
- Applicability: urban & rural
Promote

- Promote in person or through advertisement
- Display booths at medical conferences
- Connect with university faculty of medicine residency coordinator and NP instructors
- Connect with the organizers of medical rounds at local hospitals/clinics
- Advertise in local medical magazines and newsletters

Pro: reach a large number of clinicians, it can be personal
Con: Time consuming, can be costly
Applicability: urban & rural
Other

- Ask colleagues for referral
- Mail out flyers
- Make personal connections with MOA
- Documentation

- Visit pharmacists for AD sessions and ask them for connections
- Ask clinicians to refer their colleagues
- Build good rapport with MOA and make sure you know their names
- Keep record of attempts to contact and office dynamics

- Pro: word of mouth referral is effective, mailing can reach a large number of clinicians
- Con: mailing is time consuming
- Applicability: urban & rural
Group Discussions

What works for you in clinician recruitment?
What were your challenges?
Group Discussions

Summary of participants’ strategies and challenges.
Retention Strategies

- Educational material
- High quality session
- Rounds Conferences
- Other
Educational Material

- Provide balanced, high quality evidence-based material

- Provide drug charts, diagnostic tools, bookmark with internet resources

- Pro: effective as a reminder of the program
  - Con: key message might be controversial, material may be disseminated without discussion.
  - Applicability: urban & rural
High Quality Session

- Provide high quality face-to-face session
- Address clinician’s needs by filling knowledge gap
  - Focus on body language
  - Build relationship with clinician
- Pro: effective, personal
  - Con: may not guarantee a repeat session
- Applicability: urban & rural
Rounds & Conferences

- Attend local hospital rounds and conferences
- Reconnect with clinicians during rounds and conferences to remind them of the program
  - Set up booths at conferences

**Pro:**
- Effective, face time, personal, it can reach a large number of clinicians
- Applicability: urban & rural

**Con:**
- Time consuming, it can be costly
Other

- Inform clinician about the next topic and secure commitment
- Ask clinician for the best mode of contact
- Social media
- Send relevant medical information to clinicians if appropriate
- Documentation

- Ask for their email to send updates
- Stay connected in between topic gaps
- Clinician preferences

- Pro: effective, personal
- Con: time consuming
- Applicability: urban & rural
Group Discussions

What works for you in clinician retention?
What were your challenges?
Group Discussions

Summary from participant’s strategies and challenges.
Wrap Up

Questions?