

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

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Disclosures

- No conflicts of interest for both presenters.
- Patricia Chan:
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- Tanya Marshall:
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Learning Objectives

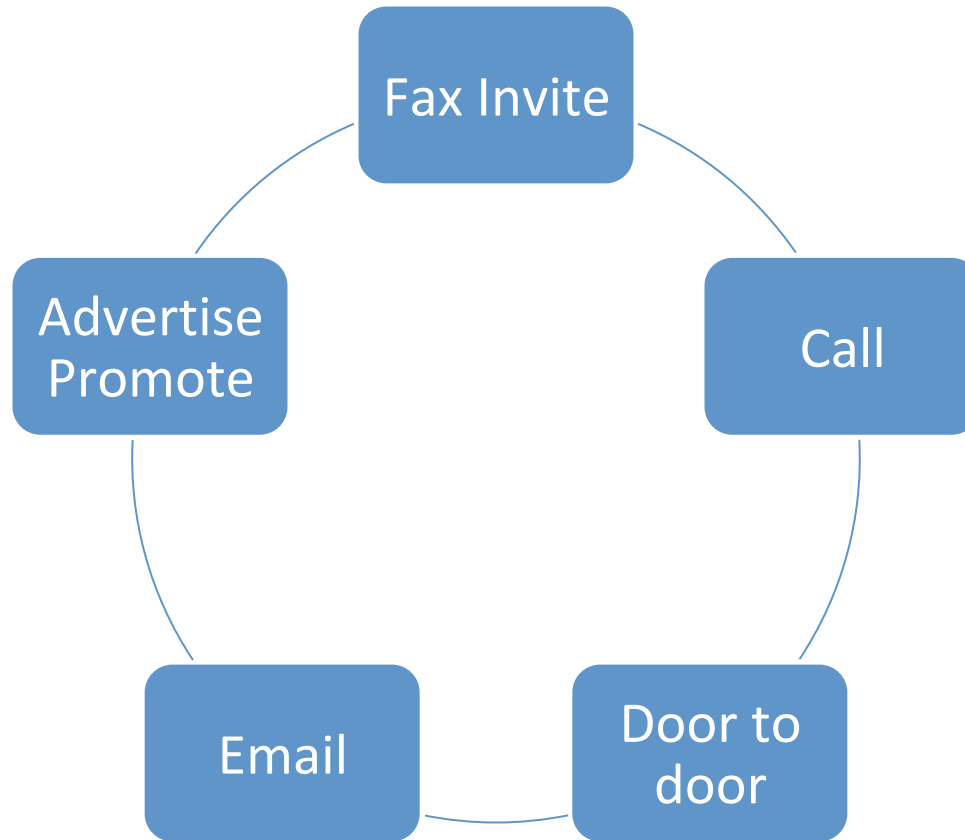
- Participants will explore and share various strategies to recruit and retain clinicians for academic detailing (AD) sessions.
- Participants will learn strategies to overcome potential challenges in recruitment and retention of clinicians.

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

- 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

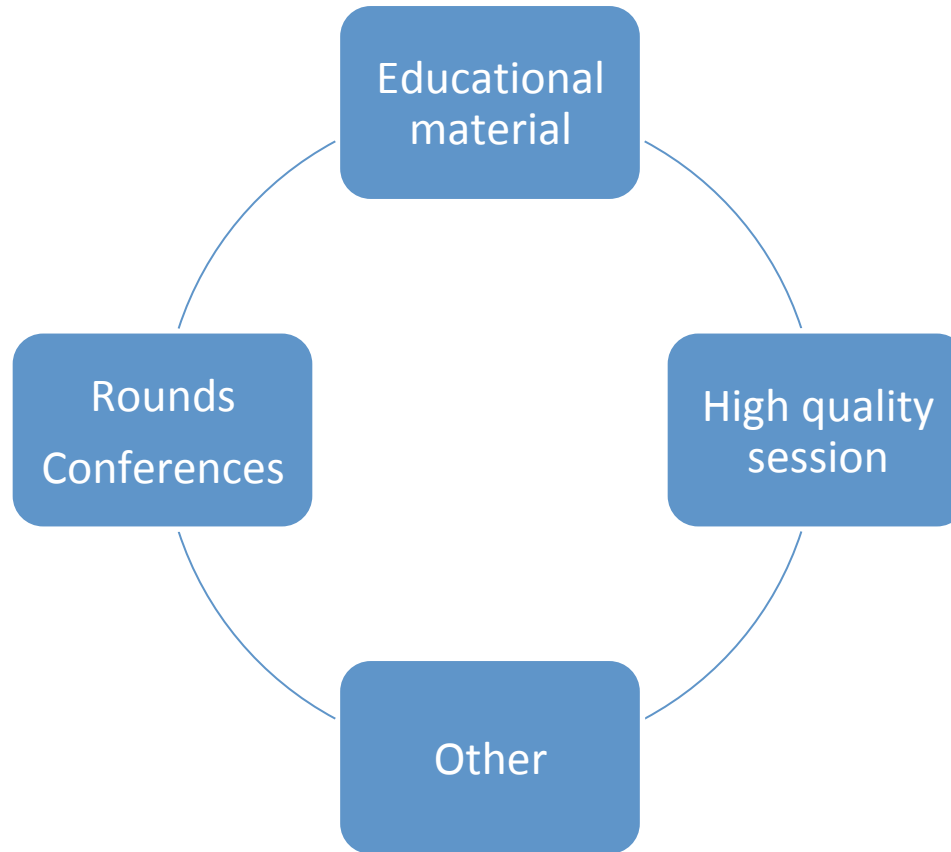
What works for you in clinician recruitment?

What were your challenges?

Group Discussions

Summary of participants' strategies and challenges.

Retention Strategies



Educational Material

- 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
- Con: time consuming, it can be costly
- Applicability: urban & rural

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?