

Topics of Discussion

Program Management and Intervention Planning (Sustainability)

- What is the goal of your detailing intervention?
- What do you want clinicians to start doing differently?
- Tell us about the community you're detailing
- What's is the (geographic) scope of your intervention? / Where are you and your detailers working?
- What stage are you currently at in your intervention?
- How does your program choose which clinicians to detail?
- How is your program funded? What's your relationship like with your funder/project officer?
- What clinical topics are you detailing on now? How about in the past?
- What factors, if any, inform your clinical campaign topics (if your program has multiple topics)?
- What considerations has your program made for the sustainability of your intervention?

Detailer Development

- How big is your AD team?
- Are you thinking about expanding your team?
- What qualities are you looking for in an academic detailer?
- What kinds of professional backgrounds are you looking for in an academic detailer?/ What are the professional backgrounds of your detailers?
- Please describe any AD-related training that you have received.
- What has your program found to be best practice for recruitment (or training)?
- How do you create, maintain, and motivate your detailing team?

Detailing Materials - Key Messages, Campaign Materials

- Are you using detailing aids, or have you developed them?
- How are your key messages and materials developed? (Surveys? Focus Groups?)
- What resources do you have in creating detailing materials?
- (If Applicable) How are you adapting your detailing materials for e-detailing visits?

Field Visits/Detailing Sessions

- How many field visits have you completed?
- Are your detailing visits mostly 1-to-1, 1-to-few, or group presentations?
- Has your program ever done e-detailing visits? Is your program considering it?
- What are common barriers that you experience while delivering detailing sessions?
 - What are strategies that you have used to overcome this?
- What are common barriers that you experience while getting in the door?
 - What are strategies that you have used to overcome this?

- How do you track detailing visits in your program?
- Do you schedule follow-up visits?
- How have you built and maintained clinician relationships?
- How does travel time impact your detailing visits?

Data Evaluation

- How do you collect your data (Word Doc, Excel, Survey monkey, etc.)?
- What kinds of data do you or your detailers collect?
- To clinicians detailed, do you administer evaluation surveys virtually (e-mail, website, etc.) or via paper methods?
- What measures do you evaluate to determine campaign/program success?
- Do you have to report an evaluation to funders or stakeholders?
- How has your evaluation plan considered long-term sustainability?