



**TRUST & COLLABORATION FOR BETTER CARE:
STRENGTHENING THE DETAILER-TO-CLINICIAN RELATIONSHIP**

Wednesday, February 26th, 2020, 2:00 P.M. – 3:15 P.M. EST

National Resource Center for Academic Detailing
Division of Pharmacoepidemiology and Pharmacoeconomics [**DoPE**]
Brigham and Women's Hospital | Harvard Medical School



Today's Webinar Facilitators:

Mike Fischer, MD, MS, Director, NaRCAD

Bevin Shagoury, Communications & Education Director, NaRCAD

Webinar Goals:

- ✓ Understanding the Day-to-Day Reality of a Frontline Clinician
- ✓ Reflecting on Clinician Values, Needs, and Barriers to Behavior Change
- ✓ Learning the Skills to Build a Strong, Collaborative Relationship
- ✓ Q+A Session with NaRCAD Team

Primary Care Physicians: The Day-to-Day Reality

- Stress levels are high
 - Number of patients
 - Time minimized for each patient
 - EHR/Protocol issues
- Under-resourced/under-staffed
- Workflow issues
- Other



What are Clinicians' Goals?

- Patient health
- Safety
- Care improvement
- Mastery



What do Clinicians Value Most?

RECOGNITION

TRUST

KNOWLEDGE

RESOURCES

TIME

HONESTY

USABLE TOOLS

COLLABORATION

Needs Assessment: The Foundation of a Collaborative Relationship



Provide a space for the clinician to identify what they need to help their specific patients

Needs Assessment: The Foundation of a Collaborative Relationship



Deploy active, deep listening to the clinician's stories, realities, experiences

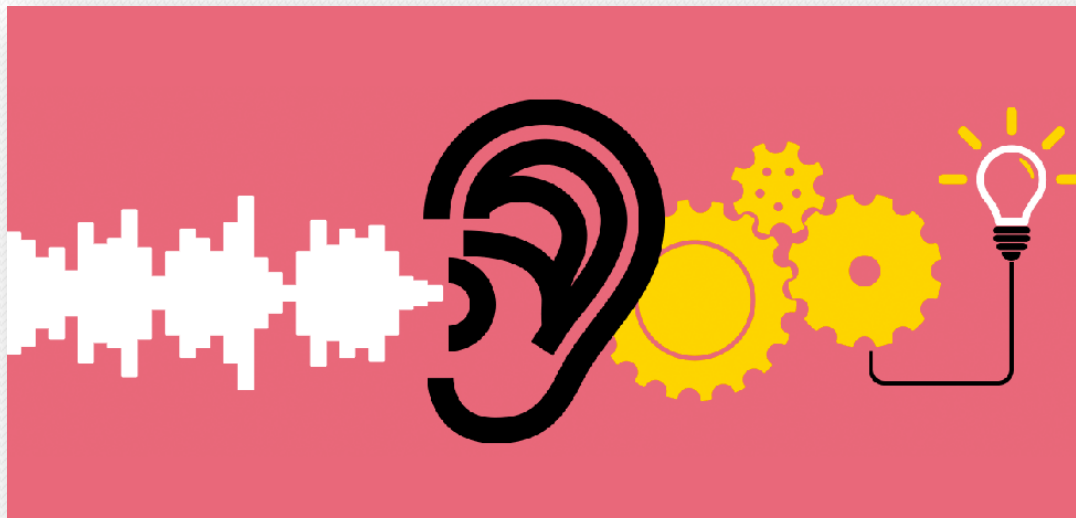
Needs Assessment: The Foundation of a Collaborative Relationship



Reflect upon what the clinician is sharing with you, using clarifying statements, mirroring, and illustrating empathy and understanding

Needs Assessment: The Foundation of a Collaborative Relationship

Transition to problem-solving vs. just delivering a key message.



This kind of relationship-building is more likely to result in clinician committing to a specific behavior change.

Building a Strong, Collaborative Relationship:

- See clinicians as human
- Respect their time and be mindful
- Clarify your role and intention
- Work towards common goal of care improvement
- Reflective listening and mirror statements
- Be prepared and well-versed in clinical content based on accurate evidence



Building a Strong, Collaborative Relationship:

- Acknowledge/validate their stressors/reality
- Use cultural sensitivity/inclusive language
- Be aware of different learning styles
- Identify AD as a continuous service
- Treat the entire clinic with respect





Please type your questions into the Zoom Q + A box.
We'll try to get to all of your questions!

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