



[ABOUT](#)

[TOOLS AND RESOURCES](#)

[WEBINARS](#)

[BLOG & E-NEWS](#)

[COMMUNITY](#)

[EVENTS](#)

AD EVALUATION TOOLKIT

Curated tools for planning, tracking, and evaluating AD programs.

You've Been Asking For:

01

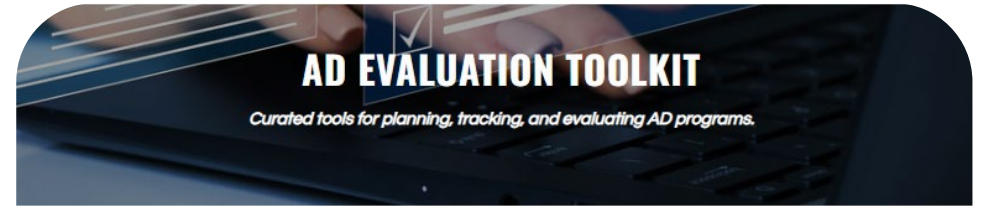
Resources & Guides

02

Adaptable Materials

03

Best Practices from the Community



**Getting Started:
Reference Guides & Best Practices**

A photograph of a woman with dark hair, wearing a patterned shirt, sitting at a desk and working on a laptop.

Resources and guides related to:

- Planning an evaluation intervention
- Data collection and tracking
- Best practices from our community

EXPLORE

JOIN THE DISCUSSION

Interact with others in the academic detailing community and around the world.

**Adaptable Resources:
AD Evaluation Tools & Examples**

A photograph of several wooden blocks stacked on a table. One block has the word 'START' on it, and another has a target symbol.

Resources and samples related to:

- Clinician surveys
- Detailer knowledge assessments
- Detailing visit tracking sheets
- Evaluation reports

EXPLORE

AD CORE TOOLKITS

Explore our other NaRCAD toolkits and find resources you need to build your program.



Getting Started: Reference Guides & Best Practices



Resources and guides related to:

- Planning an evaluation intervention
- Data collection and tracking
- Best practices from our community

EXPLORE

Adaptable Resources: AD Evaluation Tools & Examples



Resources and samples related to:

- Clinician surveys
- Detailer knowledge assessments
- Detailing visit tracking sheets
- Evaluation reports

EXPLORE

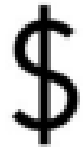
NaRCAD's

Evaluation Quick Reference Guide



Time

Time for planning, collecting, and analyzing data



Money

Resources for collecting and analyzing data



Access

Permission and hurdles to collecting data



Permission and hurdles to collecting data

Access



GETTING STARTED

1. Why do I need to evaluate my program?

- Evaluation is helpful to show your academic detailing (AD) program's impact. It's also a way to build the case for continued funding and sustainability.
- It may be difficult to ensure that your program will continue to be funded if you aren't able to prove the program's quality and/or effectiveness.

Case Study: Telling the Story of Program Impact

Presenters: Kristefer Stojanovski and Michael Fischer

Presenters: Kristefer Stojanovski and Michael Fischer



Collecting Necessary Data

Consider the following when thinking about your **final output** and the **stakeholders** to whom you'll be presenting your evaluation:

- **TIME**

Time for planning, collecting, and analyzing data

- **AFFORDABILITY**

Resources for collecting and analyzing data

- **ACCESS**

Permission and hurdles to collecting data





Qualitative Data

- **Conversations with providers**
- It's often more **readily available**
- **Ask the same questions** you would ask around quantitative data
- Never overlook the **power** of illustrative examples

8

TIPS

For Effective
Monitoring & Evaluation



NaRCAD's

Video Guides

Looking at data quality

- Consider all the potential sources of data that might be available to you
- How do we know if data is quality data?
- When assessing a possible data source:
 - Consider the primary purpose for the data collected
 - Purpose will drive which elements are recorded rigorously (or not)



rigorously (or not)

- Purpose will drive which elements are recorded

DATA COLLECTION, TRACKING, & EVALUATION

NARCAD'S FAQs

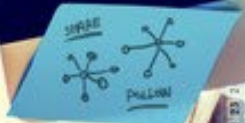
What platform should I use to track process data (e.g., method of outreach, length of visit, key messages covered, barriers, commitment to behavior change, follow-up visits, etc.)?

- Many AD programs use a Word document or Excel spreadsheet to track visit data while others use platforms such as:
 - [Salesforce](#)
 - [REDCap](#)
 - [Smartsheet](#)
- For clinician surveys, programs often use:
 - [Google Forms](#)
 - [Survey Monkey](#)
 - [Qualtrics](#)

How should I present my findings?

- Think about the intended audience for your analyses and tailor your approach.
- Most programs use a [final report format](#). If applicable, review what you agreed upon with your stakeholders about presenting findings. For more complex reporting, please reach out to the NaRCAD team for support.
- Include as many visuals as possible and make sure to include stories from the field.
- Many programs create graphics internally by using templates from platforms such as:
 - [Canva](#)
 - [Piktochart](#)
 - [PowerPoint](#)
 - [PowerPoint](#)
 - [Piktochart](#)
 - [Canva](#)

ASSESSMENT



What do Clinicians Know?



Academic Detailing Pre-Session Survey

As part of the project titled, "Increasing Workforce Capacity for Medication-Assisted Treatment Through Residency and Advanced Practice Programs", you acknowledged that UNC Health Sciences at MAHEC would engage in evaluation activities. Your participation is optional and voluntary.

Your completion of the survey signifies your willingness to participate in this evaluation study. Attempts will be made to maintain your confidentiality as any information reported from this evaluation will be shared only in aggregate form.

Oregon AIDS Education and Training Center: Check-In Survey

Name: _____

Email: _____

We will never share your email or send unsolicited materials

1. For every 10 patients, on how many do you take an annual sexual history?
0 1 2 3 4 5 6 7 8 9 10
2. If a patient reports anal sexual intercourse, how often do you test for rectal chlamydia and/or rectal gonorrhea?
 60-69%
 70-79%
 80-89%
 90-99%
4. How effective would you estimate PrEP is for preventing HIV when taken as directed?



Detailer Assessment of Visit Effectiveness (DAVE) Instrument

Directions: After your academic detailing session, please mark a box indicating your response for each of the questions below.

Detailer Perception of the Quality of the Interaction	Response Options				
	Not at all	Slightly	Moderately	Very	Extremely
1. The visit was useful to the provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The provider is willing to implement the key points	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. The provider is likely to change his/her/their practice as a result of this visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. It is feasible for the provider to implement the key points	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The conversation went smoothly	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What do clinicians need?

Are your visits helping?

2. The conversation went smoothly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. It is feasible for the provider to implement the key points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Self-Assessment: How Am I Doing? What do I Need?

NaRCAD

Name: _____

Date: _____

Think about the last detailing visit you had and briefly evaluate yourself on each element listed below.

ELEMENTS OF A VISIT	(1) NEEDS IMPROVEMENT	(2) PROFICIENT	(3) EXCELLENT
INTRODUCTION			
Effectively reviewed role, purpose, and value of the visit			
Recognized nonverbal communication			
Built trust			
Responded well to the mood of the clinician			

Optional Notes/Reflections:



NaRCAD Academic Detailer Assessment

This assessment is for new academic detailers to test their knowledge on the fundamentals of academic detailing.

Self-Assessment: **How Am I Doing? What do I Need?**

What does my program need?



We're listening.



Looking for more resources?

Contact us to request additional support:

* Indicates required field

Name *

First

Last

Email *

What tools do you need to support you AD program's evaluation? *

SUBMIT

Why We're Excited for 2024!

- **More Trainings & Education**
 - 101. 201. Refreshers. Live classes.
- **AD Virtual Summit in June**
 - Annual Mid-year Connection
- **Peer Connection: New Cohort!**
 - Keep your eyes peeled for registration.
- **Train-the-Trainer Guide**
 - Audiobook Companion
- **....NaRCAD2024!**
 - Apply in March for next November



WHAT'S
NEXT?

More support. We're here.





[ABOUT](#)

[TOOLS AND RESOURCES](#)

[WEBINARS](#)

[BLOG & E-NEWS](#)

[COMMUNITY](#)

[EVENTS](#)

GLOBAL LEADERS IN CLINICAL OUTREACH EDUCATION

Training & technical assistance to help clinicians provide better patient care.

WE'RE CHANGING CARE, ONE VISIT AT A TIME.

AD CORE TOOLKITS

Dive Into our toolkits for curated AD tools and resources!

PROGRAM PLANNING HUB



HEALTHCARE INCLUSIVITY TOOLKIT



OPIOID SAFETY TOOLKIT



**Review this page for
resources on:**

- Campaign materials
- CDC guidelines and tools
- Patient-facing materials
- Opioid safety resources by topic

[EXPLORE](#)

HIV PREVENTION TOOLKIT



**Review this page for
resources on:**

- Campaign materials
- CDC guidelines and tools
- Patient-facing materials
- HIV prevention resources by topic

[EXPLORE](#)

e-DETAILING TOOLKIT



**Review this page for
resources on:**

- Getting started with e-Detailing
- Best practices from our community
- Free or low-cost virtual platforms
- Free or low-cost scheduling tools

[EXPLORE](#)

A black and white photograph of two hands holding a large speech bubble graphic against a wooden background. The hands are positioned on the left and right sides of the speech bubble, appearing to hold it together. The background is a close-up of a wooden surface with visible grain. The entire image is overlaid with a semi-transparent dark grey filter.

THE DETAILS BLOG

Capturing Stories from the Field: Reflections, Challenges, & Best Practices

It's Time for Coffee Tawk: Join us in 3D @ NaRCAD2023 in Boston!

10/16/2023

Believe it or not, it was [1838 when 3D technology](#) was born. We've clearly made it a long way since; being able to have [The Jetsons](#)-style video calls is something that was once so futuristic that Saturday morning cartoons blew our minds with the very concept.

What's most compelling about all of the constantly-expanding technology is that it doesn't do the trick when we want to have good old-fashioned water cooler talk, the kind of talk those of us who ran the 9-5 office gauntlet once took for granted. There's nothing like the quality of an in-person laugh over one that is cut up by static and the repeated query, "Can you guys hear me?", the response to which is so often, "Nope, you're on mute."



Join us for Coffee Tawk @ NaRCAD2023.

That's why [Coffee Talk](#) about advancing to have the of course we have

And why swag the some shiny things [apply to your program](#) to build on the important work you proxy, their patients.



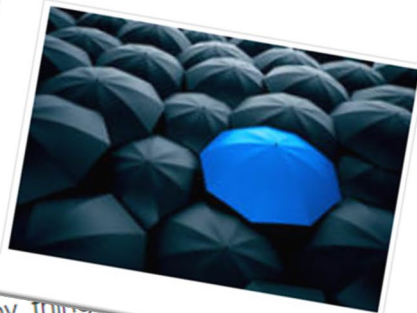
AD-vice: Navigating Clinician Stigma During Detailing Visits

2/16/2023

Curated By: [Aanchal Gupta](#), Program Coordinator, NaRCAD

Tags: [Stigma](#), [Primary Care](#), [Data](#)

Time and time again we've heard about the challenges detailers face when tackling clinician stigma. Detailers have shared comments from clinicians such as, "We don't take those types of patients" or "I don't want to be known as the gay doctor." Addressing stigma and fostering understanding with clinicians can often feel overwhelming for detailers. In this edition of "AD-vice" we shine a light on these issues and share experiences from our community on how they managed stigma during detailing visits.



Understanding Stigma

- "Whenever I address something uncomfortable with a provider, stigma or otherwise, I try to **create an environment where we can work collaboratively** on the issue and the provider feels as though I am a resource for them. - [Jessica Alward, MA, New Hampshire Bureau of Infectious Disease Control](#)

Conference Hub

The home to the archived files of every NaRCAD conference since 2013.
Check out slides, recordings, and video of past conferences.



Refresh.

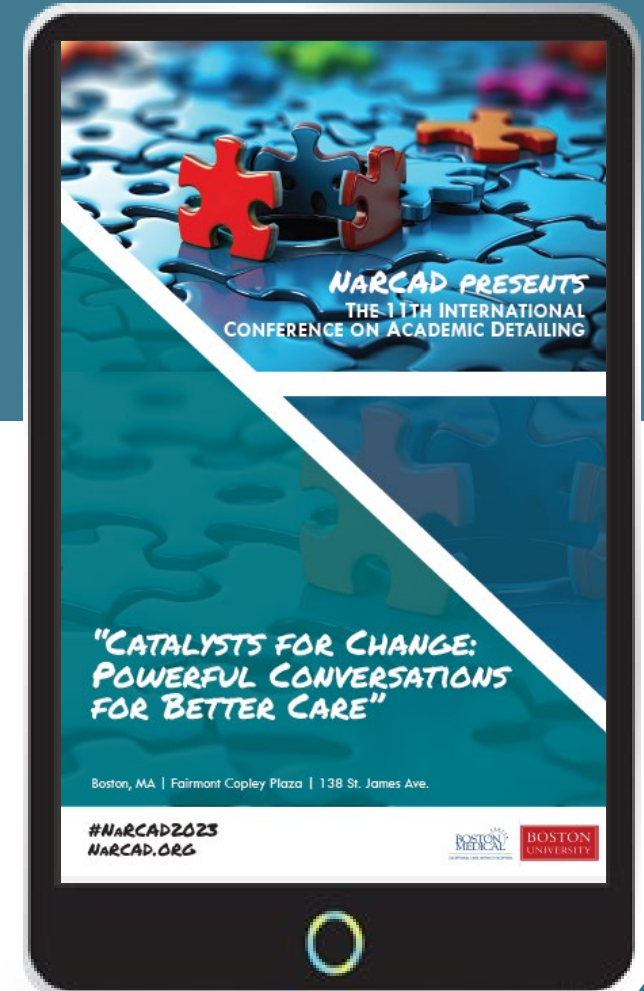


Rewind.



Reconnect.

*Stay tuned for NaRCAD2023 conference
recordings and materials!*





SAVE THE DATE: AD 101 Techniques Training

Learn to effectively communicate best evidence and critical tools to front line clinicians.

2024 Virtual Session:

AD 101 Techniques Training

January 30-February 1, 2024
Daily Sessions, 1-5 p.m. ET

Registration Opens:
November 13, 2023 @ 12pm ET

What have we

#NaRCAD2023 Nuggets!

LEARNED!

So far...

NaRCAD2023 Nuggets!

- Community-Building is critical
- Motion is Lotion! Movement is Medicine!
- Your work can increase inclusivity
- Humanize the clinician
- Humanize the patient
- AI can be a tool for change
- AI = Robot Overlords
- Empathy is key
- Remember why you're doing this!

Thank you to all our presenters and sponsors!

Arizona University
Boston Medical Center
Brigham and Women's Hospital Division of
Pharmacoeconomics and Pharmacoepidemiology
British Columbia Provincial Academic Detailing Service
Centre for Effective Practice
Iowa Department of Health and Human Services
MetroHealth
Michigan Department of Health and Human Services
New Hampshire State Department of Health
Pharmacy Management Consultants
RxFiles Academic Detailing
University of Arkansas for Medical Sciences
University of Illinois-Chicago/ Illinois ADVANCE
Veterans Health Administration
Wicomico County Health Department



THANK YOU.

Stay connected with us.

@narcad

narcad.org

**Tell us how it went and be entered
into a \$250 raffle!**

*Click the survey link in Chatbox
or scan the QR code →*

**Be genuine—narrative feedback is highly valued,
and we'll apply it to future convenings.**

*(There's still time to complete
Days 1 evaluations, too!)*

**YOUR OPINION
MATTERS**



narcad.org/eval



That's all Folks!



narcad.org/eval

See you in 2024!

