

AD 101: The Key Ingredients for a Successful Frontline Visit

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Welcome

We're excited to meet you.

Meet Your Breakout Team Leaders



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Disclosures

No conflicts of
interest

No financial or
non-financial
relationships of
concern

Today's Goals



You'll walk away from this session with:

- A sense of why AD is critical in supporting frontline clinicians
- An understanding of the basic components of building a program
- Exposure to each step of a 1:1 educational visit
- A chance to connect with other global peers

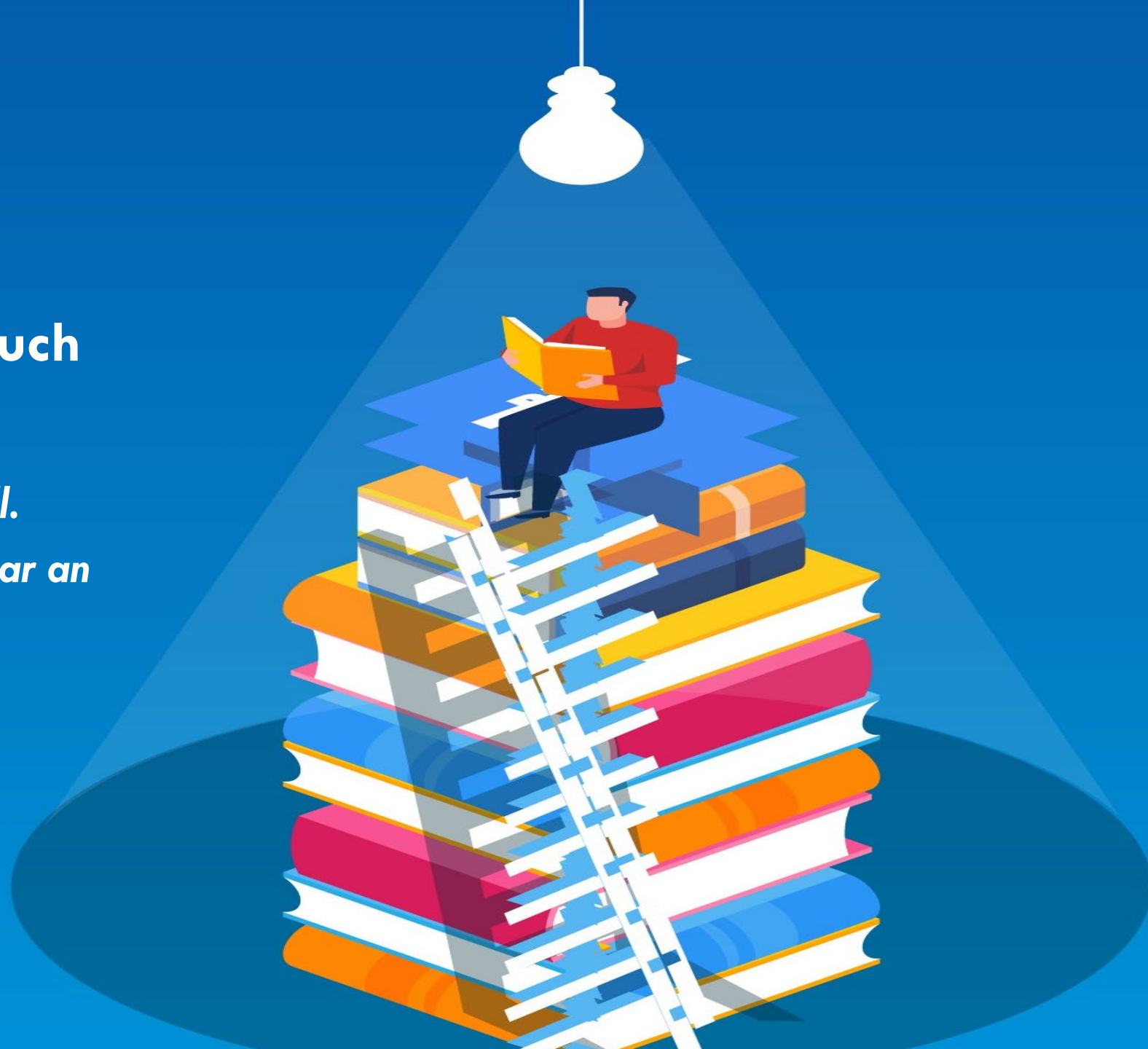
Level Setting: WHERE ARE YOU AT?

On a scale of 1-10, how much do you know about AD?

0 = I know pretty much nothing at all.

5 = I know a bit, but I'm nowhere near an expert.

10 = I'm an AD whiz!



What's "AD"?

- **It's 1:1 educational outreach in a clinician's office (or online)**
 - Never a lecture—always interactive
 - Assesses individual needs and provides customized support
 - Uses compelling visual aids to share best evidence
 - Encourages specific behavior changes using action-based key messages
- **The visit ends with a mutually agreed-upon commitment to specific practice changes**
- **Over time, the relationship is strengthened, based on trust and usefulness**

Why “AD”?

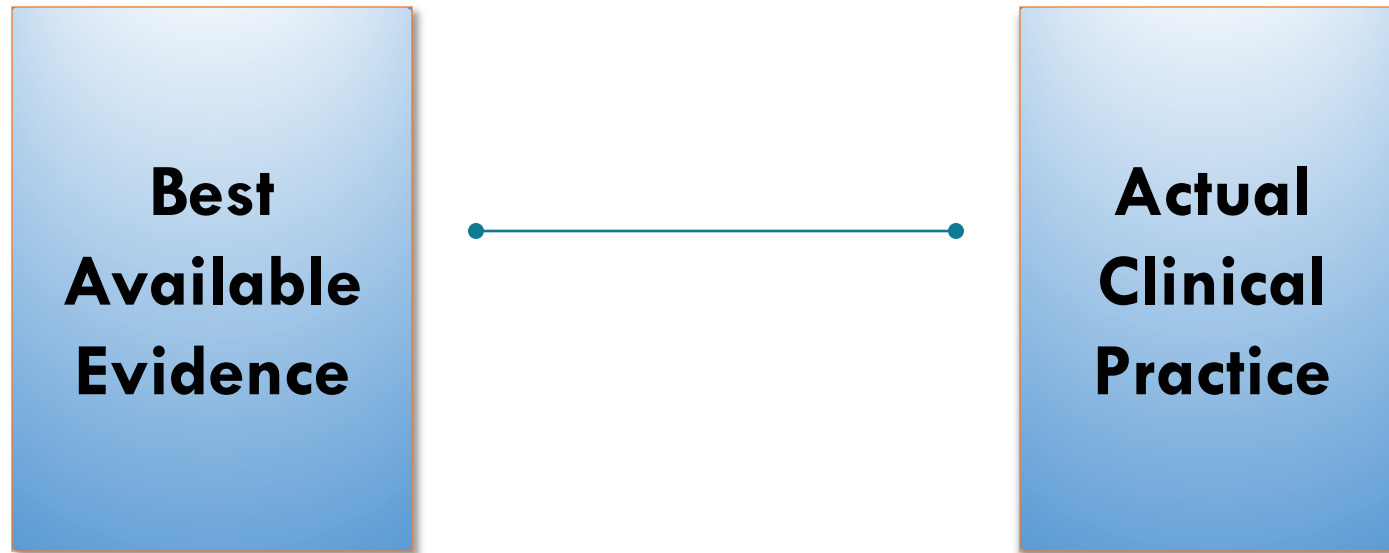
**Clinicians want the best outcomes for their patients,
but many obstacles are in their paths.**

Turn to the person next to you:

**Share 1 obstacle or challenge that a busy clinician who
is practicing right now is facing.**

The Goal of Academic Detailing

Closing the gap between:



Elements of a Successful AD Program

Identifying gaps in care

What's the gap between evidence and frontline care?

Defining intervention goals

How can detailing support clinicians in closing the gap?

Recruiting & training detailers

Delivering 1:1 clinician visits **(we'll be focusing on this today!)**

Evaluation & assessment



The Structure of a 1:1 Visit





*Quick
Mock Detailing
Session*



**Kicking Off
with a
Strong
Introduction**

**Think of meeting someone new in
any context.**

Turn to the person next to you and discuss:

*What would make a “bad” first
impression?*

You have 60 seconds!

From an Expert: Sharing a Strong Intro

Pro Tips

Impactful detailers begin their visits with an intro that's engaging, succinct, and clear.





Next: Conducting a Needs Assessment

**What does the clinician
value, know, and need?**

How can you find out?

Ask the right questions.

(And make sure they're open-ended!)

Exploring Needs Assessment: Small group chat!

You'll have 5 minutes to:

1. Meet each other!
2. Figure out: **2 great needs assessment questions** a detailer could ask a clinician

TIP: Don't ask yes or no questions!



WELCOME BACK

Share your best needs assessment question with us!

Raise your hand!

We'll reflect on a few and then move on to the next step.

What's

NEXT

Key Message Delivery

What's a Key Message?

- After asking the right questions to understand what a clinician needs, a key message is delivered using language that is **action-oriented and specific.**





Examples of strong key messages:

- ✓ Use non-opioid treatment as first-line therapy for your patients experiencing chronic pain.
- ✓ Screen all patients over 65 using the gait and mobility test.
- ✓ Offer treatment options to patients with substance use disorder.
- ✓ Use a standardized sexual health history questionnaire to determine which patients are at high risk of contracting HIV.

From an Expert: Delivering Impactful Key Messages Pro Tips



Preparing for Objections

**Why wouldn't a clinician
want to adopt the message
you deliver?**

**Raise your hand and we'll call
on you!**





Addressing Objections: Active Listening & Ongoing Needs Assessment

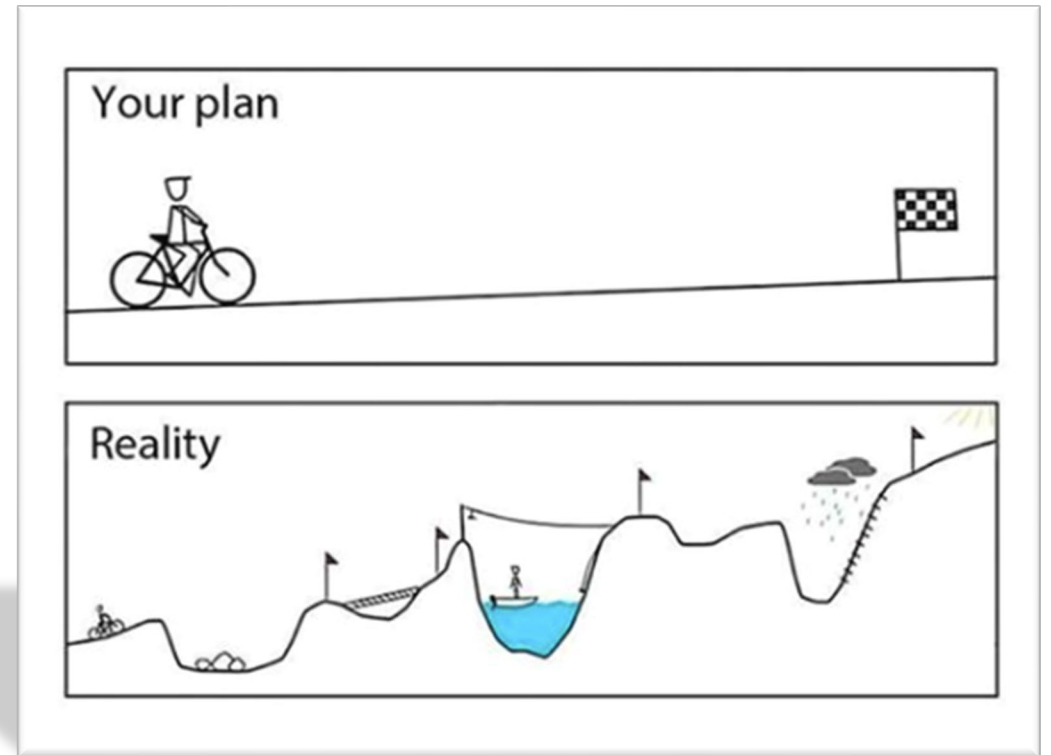
Respond to a clinician's objection by:

- ✓ **validating/empathizing with the objection**
- ✓ **asking a new needs assessment question**
- ✓ **trying a different approach or way of framing the message**

Most Common Objections and Challenges

Experiences from the field

- ✓ **Time!**
- ✓ **Resources** (*staff, equipment, space, money, training*)
- ✓ **Disbelief in evidence**
- ✓ **Other behavioral challenges**
- ✓ **Stigma**



Exploring Objections: Small group chat!

You'll have 10 minutes:

1. One person present a key message and the other person respond with an objection.

Don't have key messages for your campaign yet? Use this one:

“Create an individualized exercise program in partnership with patients to improve strength, gait, and balance.”

2. Discuss together how you would handle this objection.
3. Swap roles and do it again!



WELCOME BACK

Share how it went!

Raise your hand!

We'll reflect on a few and then move on to the next step.

Summary & Close:

Asking for a Commitment to a Specific Practice Change



Example of a specific, measurable ask:

“Can you try screening the next 3 patients over 65 with this new tool, and I can check in with you in 2 weeks to see how it went?”

P₃ A₁ T₁ I₁ E₁ N₁ C₃ E₁

**Behavior change
takes time.**

AD is all about:

- ✓ **Building trusting relationships**
- ✓ **Meeting clinicians where they're at**
- ✓ **Follow-up and support**

The image features five white bowls filled with various fresh ingredients. The top-left bowl contains sliced cucumbers, arugula, purple onions, and cubed tofu. The top-middle bowl has chickpeas, shredded carrots, arugula, and sliced avocado. The top-right bowl is filled with shredded purple onions and dark, possibly marinated, vegetable strips. The bottom-left bowl includes corn kernels, cubed tofu, pine nuts, and sliced cucumbers. The bottom-right bowl contains fresh cilantro, golden-brown fried chips, and a slice of hard-boiled egg. The text "The Final Product" is overlaid in a white, cursive font across the center of the image.

The Final Product



Questions?

Raise your hand and we'll get to as many questions as we can!

NaRCAD

Technical Assistance

Program Building

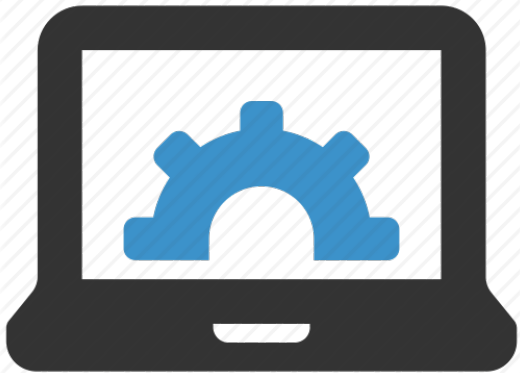
- In-person trainings, webinars, and ongoing virtual support, including training videos, resources, & more.

Zoom Support

- Follow-up to help you trouble shoot your visits and deal with challenges along the way.

E-mail Support

- Unlimited guidance, resource requests, & troubleshooting.





**Please enjoy your afternoon break
and please rejoin the Oval Room at
3:00pm.**