Below is a general approach to connecting with local organizations in your area.

Use these questions/responses to think about how to build and sustain long-standing relationships with local organizations, regardless of the topic your team will be detailing on.

Breakout 1 (Planning)

You're an academic detailing organization looking to collaborate with a local initiative in your community and want to begin the planning process. Your current detailing topic is opioid safety.

- *What local initiatives related to opioid safety may be available in your community?*
  - Substance abuse prevention organizations/recovery services
  - Mobile units (e.g., suboxone van)
  - The initiative that Illinois ADVANCE is collaborating with (Project OPEN) is a tri-county effort that incorporates law enforcement, medical organizations, and other various non-profits, all focused on prevention, treatment, and recovery services

- *How are you making people aware of your program and your detailing work?*
  - Reach out to professional organizations, medical schools, local public health organizations, community organizations, law enforcement, community advisory boards
  - Utilization of social media
  - Online and in-person outreach (e.g., cold calling/cold emailing/cold showing up to the clinics)
  - Presentation about your work to the members of the institution you are housed in
  - Always be networking – tell people about the work you are doing so that they are aware and can share that information with individuals who might find value in your work

Breakout 2 (Implementing and Executing)

A local initiative in your community that supports clinicians focused on opioid safety hears about your detailing work and wants to connect.

- *How would you introduce your program to the initiative's leadership? What sorts of outreach could you consider doing with other staff working on the initiative?*
  - Offer a history of academic detailing and "why it's awesome" – giving this background context can really highlight the unique value in this sort of educational approach
  - Highlight how academic detailing benefits the efforts of the organization
  - Door-to-door material drop offs, presentations, set up one-on one meetings with leadership/individuals who can help you get through the door. If appropriate, name drop leadership to highlight support
  - Offer to do a mock visit with leadership so they can understand what an academic detailing visit looks like
  - Create a "sizzle reel" (e.g., 60 second highlight video) of testimonials from prescribers you've worked with, talking about their experience working with your organization and the value of the service

Breakout 3 (Following up)

You've partnered with the initiative, and you've started detailing clinicians within their network. Your program plans to continue to expand and raise awareness in the community.

- *What are the best ways to follow up with clinicians and key stakeholders in the community after your detailing visits? What are things you can do to gain increased traction throughout the initiative's network?*
  - Send emails after your visits with prescribers that provide highlights of the information shared (e.g., a "roundup" email). You can send this email even to prescribers you did not meet with as a way to entice prescribers to meet with you
  - Send out a monthly newsletter on your detailing topics. Newsletter can also include: the area you cover, photo, contact information and ability to request an AD session through the newsletter
  - Ask prescribers you're meeting with to connect you with other prescribers who may benefit from your service
  - Schedule your next visit before you leave
  - Helpfulness creates momentum. We have a better chance of clinicians or staff reaching back out when we've established a helpful history
  - Create constant touch points – emails, conference hellos, etc. - to provide a "helpful presence"
  - "Persistence and hard work"