CLINICAL/ACADEMIC DETAILING

Expert detailing, whether clinical or academic, involves the delivery of advice and evidence-based information to healthcare providers in their own work setting during one-to-one, or one to few, encounters. A version of this practice is familiar with pharmacists visiting physicians in their offices to give briefings on pharmaceutical developments.

Research shows that improvements to clinical practice guidelines have been observed through the building and maintaining of relationships between academic detailers and care professionals. The goal therefore in academic detailing is to ensure there are effective channels for communicating evidence-based, cost-effective and unbiased information to providers.

How to Use

Practices are based on principles rather than any specific methodology, for example the following have been found to be effective:

- Detailers conducting a short, e.g. 30 minutes visit to the physicians office to talk about a particular guideline A short time after, perhaps a small group session can be held with an opinion leader, specialist and detailer to discuss cases
- Attention given to building and maintaining relationships
- Involvement of a local champion to enable physician selection, engagement and participation
- Involvement of opinion leaders help improve the credibility of the initiative
- As relationships between detailers and physicians mature beyond basis information exchange, discussions become more meaningful and impactful

http://www.effectivepractice.org/index.cfm?id=13048
http://www.cihr-irsc.gc.ca/e/30672.html