

Medical Detailing to increase the provision of LARCs in the private sector

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Session Objectives

- Demonstrate the value of medical detailing in influencing provider behavior
- Explore the application of medical detailing to increase the provision of LARCs in the private sector



What is Medical Detailing?

*communication techniques
designed to persuade providers
to adopt a desired clinical
behavior*



“(Medical) detailing is considered to be one of a few interventions that are capable of producing physician behavior change and influencing patient health outcomes.”

Bloom. Effects of continuing medical education on improving physician clinical care and patient health: a review of systematic reviews. *Int J Technol Assess Health Care* 2005;21(3):380-5.



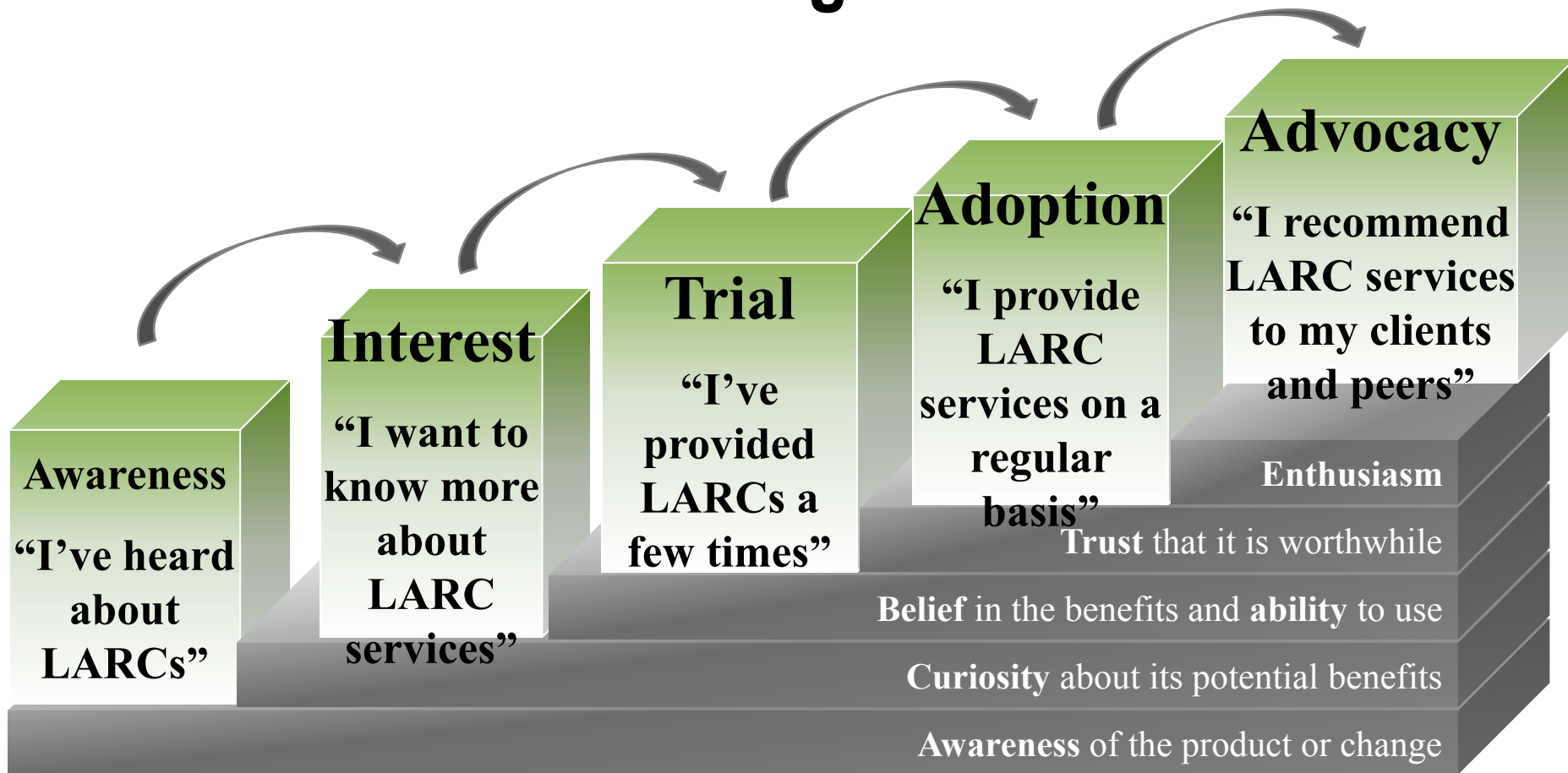
Medical Detailing and LARCs

Medical Detailing Basics

- *One-to-one provider interaction*
- Determine *individual* provider:
 - stage in behavior change,
 - motivations, needs, and barriers to providing LARCs
- Develop and offer tailored solutions to increase LARC service provision



Adoption Ladder to Provider Behavior Change





Commonly Cited Provider Needs and Barriers to Provision of LARC Services

- Time required to counsel clients on methods
- Time required for insertion process
- Lack of clients
- Lack of confidence in insertion skills
- Perceived profitability



Key Medical Detailing Communications Techniques

- Open probing to clarify individual provider needs, biases, motivations and barriers to offering LARC services
- Providing solutions that link the desired behavior with specific **benefits** for the provider
- Reinforcing positive changes in behavior



Measuring the impact of medical detailing



Measuring Medical Detailing

- **Provider longitudinal surveys** – *measuring behavioral changes over time in relation to intervention exposure*
- **Mystery client surveys** – *measuring provider counseling skills, limitations on measuring LARC services*
- **Provider exit surveys** – *measuring provider perceptions of content and quality of intervention and behavioral changes as a result*
- **Provider behavioral surveys** – *quantitative knowledge and attitude assessments*
- **MIS data** – *monitoring increases in service provision or sales*

Lessons Learned

- Success is highly dependent on detailing skills
- Continual Reinforcement of Skills
 - Routine field supervision & coaching
 - Refresher skill building workshops
- Segmentation and prioritization of providers is critical
- Best when coupled with demand generation, supportive supervision of clinical skills, non-monetary incentives and local opinion leader programs but makes measuring impact difficult





Summary

- Private sector medical detailing techniques are an effective means to influence provider behaviors and may prove useful in persuading providers to offer LARC services
- Successful detailing programs require intense supervision and skill reinforcement
- Using multiple approaches is the best strategy to bring about changes in provider clinical practice but makes determining causality of medical detailing difficult



Thank you!

