

Features of Academic Detailing in Office-Based Training

- Investigates the baseline knowledge and motivations for clinical behavior patterns and potential barriers to behavior change;
- Defines clear educational and behavioral objectives;
- Establishes credibility through a respected organizational identity;
- References authoritative and unbiased sources of information and presenting both sides of controversial issues;
- Encourages active participation in educational interactions;
- Uses concise graphic educational materials;
- Highlights and repeats the essential messages; and
- Provides positive reinforcement of improved practices in follow-up communications.