Pilot Test of an Academic Detailing Program Dentistry
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Abstract Title: PILOT TEST OF AN ACADEMIC DETAILING PROGRAM IN DENTISTRY

Abstract: Objectives: This abstract describes the development, implementation and initial assessment of an academic detailing education program in which dental school students participated in bringing evidence-based messages to dentists in private practice.

Methods: Eighteen dental students received a two-day academic detailing and evidence-based practice training course. The academic detailing portion focused on creating an essential message and encouraging active participation and feedback from the dentist. During the training, students completed literature reviews and prepared two Critically Appraised Topics (CATs). These one-page CATs, accompanying visual aids and supporting literature were presented to private practice dentists through office visits during the summer of 2008. Practitioner interviews and a post-program student questionnaire were used to assess the program.

Results: Students successfully visited 61 of the 90 targeted offices. Practitioners reported being “enthusiastic” about the program and 100% of the student respondents stated that the experience increased their “desire to attain lifelong learning skills” that will keep them “up to date.” All students reported they would recommend the program to other students and 73% said they would participate again next summer. The most significant problem reported by the students was “getting by the front desk” when they went out to visit private practices.

Conclusions: Student academic detailing was positively received by practitioners and may be an effective means of knowledge dissemination. Additionally, student involvement in academic detailing increased their awareness of the need for learning evidence-based practice principles and skills.

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