

Recruitment Tips for the PACE Seminar

A champion is critical:

- Enlist a physician well known and respected in the community to spearhead recruitment efforts with personal contact
- Plan for aggressive and repeated contact by champion

Make the session easy to attend:

- Hold during evening hours, with dinner, so as to not intrude upon clinical work
- Select site for its central location

Make the session attractive to clinicians:

- Provide continuing medical education (CME) credits
- Provide a nice dinner
- Emphasize effectiveness of program by using published studies
- Use local, well-known experts as faculty
- Highlight benefits for participants, including educational materials that include:
 - Sample asthma action plans
 - Copies of the program slides
 - Materials on documentation, coding and reimbursement

Consider:

- Co-sponsoring the session with a local organization
- Targeting physicians that would otherwise not attend an asthma CME event
- Establishing policies prior to recruitment:
 - Limit number of participants for maximum participation in discussions
 - Determine types of clinicians allowed to attend
 - Allow for last-minute attendees

Facilitation Tips for the PACE Seminar

Below are tips for facilitating the PACE seminar in general as well as background and pointers for facilitating the following specific discussions: Medical Management; Communication Skills; Educational Messages; and Case Studies.

General Guidelines

- Be calm and relaxed
- Create a thoughtful, permissive atmosphere
- Model the communication techniques
 - Nonverbal attentiveness
 - Address immediate concerns
 - Interactive conversation
 - Use open-ended questions
 - Praise participants for valuable contributions
- Be comfortable with the “10 second” pause
- Stay to the Script
- Refocus the discussion when off target
- Summarize long answers
- Present alternate viewpoints tactfully
 - Ask for other viewpoints: “Does anyone else do this (or think this way)?”
 - Ask for consequences: “Are there any possible unintended results?”
 - Refer to authoritative sources: “Recent studies suggest...”
- Probe for additional comments from group
 - “What did you mean...”
 - “Does anyone else feel the same way?”
 - “You looked like you were about to add something...”
- “Relay” the idea
 - Ask if others have had the same experience to draw them into the discussion
 - “George, what do you think about Laura’s comment?”

Medical Management Discussion

- Assess your audience and acknowledge their concerns
 - “How do you feel about treating patients using this approach?”
 - “I recognize that you only have 12 minutes...”
 - Acknowledge the complexity of diagnosis and management
- Keep the discussion focused on the issues involved on the key points
- Defer lengthy discussions on rare conditions or minor points
- Keep your answers short; don’t overwhelm with information
- Introduce correct or accepted procedures if ineffective ones are described by participants
 - Prevents misinformation out of politeness or courtesy
 - “Many physicians use...”
 - “Current guidelines suggest...”
 - “My own experience suggests...”

Communication Skills Discussion

- The aim is to enable physicians to link what they saw in the video to what they do in practice
 - Most physicians use one or more of these strategies, but may not see this right away
 - Not all strategies will fit a physician’s practice style, but one or two will
- Discussion often starts slowly because the material is new
 - Repeat the question
 - Say “take a minute to think”
- Use the open-ended questions in the manual to start, especially the first two
- If no one can think of anything, ask:
 - “How many of you sit when you see patients?”
 - “What else do you do to make your patients feel that they have your full attention?”
- Use the tips for involving others:
 - Praise people who report using a skill
 - Ask them about its effect on their patients
 - Ask if others do this as well
- Refocus the discussion if it wanders from the topic of using communication skills

Educational Messages Discussion

- The purpose is to have physicians share effective ways they have taught patients about these messages
 - One physician’s effective strategies can serve as a model for other physicians
 - Use questions outlined in the manual for each segment
- Keep it brief (5 minutes per segment)

Case studies Discussion

- Cases selected fall into the “gray” areas of the asthma guidelines
- There are multiple acceptable ways to approach the management for each case
- Invite comments and suggestions
- Stimulate discussion
 - Probe for an “opposing” or alternate view
 - Point out advantages and disadvantages of each approach