



Centre  
for Effective  
Practice

## About the Centre for Effective Practice

The Centre for Effective Practice (CEP) is one of the largest independent knowledge translation organizations for primary care in Canada. We bring together knowledge, evidence, expertise, and resources to ensure frontline providers have the information they need to deliver high-quality care and improve patients' health outcomes. In Ontario alone, our work reaches over 18,000 healthcare providers each year through established relationships with key organizations, medical schools, colleges, and associations.

As a federal not-for-profit organization, our objective is to identify barriers to optimal practice and produce practical solutions to address these barriers. We achieve this through the development of evidence summaries and clinical toolkits, quality improvement planning, and implementing various knowledge translation interventions including provider education, academic detailing, and integration of evidence into decision support systems. To design and execute effective approaches to improve care, we base our efforts on the highest quality clinical and implementation evidence.

## Position: Academic Detailer

As an academic detailer, you will provide evidence-based, balanced information on medications and patient care for selected therapeutic topics to family physicians in Northeastern Ontario via in-person and virtual one-on-one visits. You will use network with family physicians and encourage them to try a visit, build professional relationships and facilitate effective discussions regarding best evidence and practice. Candidates should have a strong desire to learn, a keen interest in networking, a passion for improving health care and foundational experience in pharmacotherapy.

### Responsibilities

- Working from your home and on the road, you will be responsible for providing in-person and virtual one-on-one educational outreach visits for family physicians.
- The position involves participating in training sessions, reaching out to family physicians to promote the service, scheduling visits with family physicians, maintaining detailed documentation of visits and conducting follow-ups as necessary.
- Training and orientation will be provided on the academic detailer role and per clinical topic addressed through the academic detailing service.

### Qualifications and required knowledge, skills and abilities

- An undergraduate degree in pharmacy or related health discipline. Applicant will require current professional licensure and at least 3 years of related experience, preferably in a setting with interprofessional interactions.
- Excellent verbal and written communication skills.
- A solid knowledge of pharmacotherapy and clinical evidence appraisal.
- Strong interpersonal skills and experience working effectively with family physicians. Experience in primary care is an asset.

- Additional training in adult education, persuasive communication, knowledge transfer and/or implementation science is an asset.
- Good knowledge of Zoom and Microsoft Office applications.
- Access to a reliable personal vehicle and willingness to travel.

**Candidates must demonstrate**

- Critical thinking and problem-solving skills.
- Ability to have sensitive, balanced discussions of controversial patient care issues (e.g. opioids, polypharmacy).
- Ability to build effective interprofessional relationships with family physicians.
- Enthusiasm for networking with family physicians and promoting the service through referrals and "cold calling."
- Proficient teaching skills, including ability to listen.
- Ability to be organized and work efficiently.
- Ability to work independently and carry out responsibilities with minimal supervision.
- High level of adaptability and flexibility.
- Commitment to continuing professional development.
- Ability and willingness to avoid direct conflicts of interest with commercial industry.

**Salary range:** Commensurate with experience

**Closing date:** When position is filled

**Location:** Applicants should reside in Northeastern Ontario (e.g. Algoma, Sudbury, Cochrane, Timiskaming, Nipissing or Manitoulin district).

**Terms:** Permanent part-time position at approximately 0.6 Full Time Equivalent (FTE); flexibility available.

**Startdate:** Immediate

Please submit cover letter and resume to Victoria Burton ([victoria.burton@cep.health](mailto:victoria.burton@cep.health)), subject line "CEP – Academic Detailer (NE) position."

Only short-listed and/or successful candidates will be contacted. Thank you in advance for your interest.