

ABSTRAK/INTISARI

Academic Detailing (AD) telah disimpulkan sebagai strategi yang menjanjikan untuk melawan praktik pemasaran farmasi yang tidak etis. Walaupun demikian, AD masih belum tipikal di negara berkembang. Karena *detailing* adalah alat yang paling efektif untuk memengaruhi resep, penelitian ini bertujuan untuk memahami karakteristik AD dan dampaknya terhadap perilaku peresepan.

Tinjauan sistematis ini melaporkan karakteristik penerapan AD dan dampaknya terhadap perilaku peresepan dari 2017 hingga 2021. Istilah dan kata kunci yang relevan dengan dampak AD digunakan di PubMed dan ScienceDirect. Sebanyak 21.378 studi diidentifikasi, dan 13 studi yang memenuhi semua kriteria kelayakan akhirnya dipilih.

Karakteristik AD meliputi isi kunjungan, penyedia yang dikunjungi, proses komunikasi, dan petugas penjangkauan. Memberikan edukasi (12/12) dengan informasi yang disesuaikan (6/11) mendominasi. Penyedia dikunjungi berdasarkan wilayah atau organisasi (11/12) dan dokter umum paling banyak dikunjungi (8/12). Komunikasi rata-rata berlangsung 9,2 bulan, dengan 1,9 kali kunjungan setiap 3,5 bulan dan durasi 27,5 menit. Selain tatap muka, komunikasi juga dilakukan melalui email (2/2) dan telepon (2/2). Apoteker adalah latar belakang paling umum yang melakukan kunjungan (5/11) serta pelatihan khusus didokumentasikan (7/12). Untuk perilaku peresepan, AD ditemukan berdampak positif pada kuantitas peresepan dan kualitas peresepan.

Kata kunci: *Academic Detailing*, Perilaku Peresepan, Kuantitas Peresepan, Kualitas Peresepan.

ABSTRACT

Academic Detailing (AD) has been concluded to be a promising strategy to counteract unethical pharmaceutical marketing practices. Although, it's still not typical in developing countries. As detailing is the most effective tool to influence prescriptions, this study aims to understand AD's characteristics and its impacts on prescribing behavior.

This systematic review reported the AD implementation characteristics and its impact on prescribing behavior from 2017 to 2021. Terms and keywords relevant to AD impact were used in PubMed and ScienceDirect. A total of 21,378 studies were identified, and 13 studies were finally selected that met all eligibility criteria.

Characteristics of AD include the content of visits, providers visited, communication process, and the outreach workers. Providing education (12/12) with tailored information (6/11) were predominates. Providers were visited based on the area or organization (11/12) and physicians were the most visited (8/12). Communication averagely lasted 9.2 months, with 1.9 times visits every 3.5 months and 27.5 minutes duration. Besides in-person, communication is also done through email (2/2) and phone (2/2). Pharmacists were the most common background that made the visits (5/11) and specific training was documented (7/12). For prescribing behavior, AD is found to positively impact the prescribing quantity and prescribing quality.

Keywords: Academic Detailing, Prescribing Behavior, Prescribing Quantity, Prescribing Quality.