

PBCC Toolkit - Table of Contents

Module 1: Organization and Structure

1.1 PBCC Organizational Structure

1.1.1 Organizational Structure

1.2 Job Descriptions

1.2.1 Job descriptions

1.2.2 Interview Guides

1.2.2.1 Screening Interview Guide Field Rep

1.2.2.2 In-depth Interview Guide Field Rep

1.2.2.3 Final Interview Guide Field Rep

1.3 Workload Model

Workload Model

1.4 Provider Segmentation and Prioritization

1.4.1 Provider segmentation

1.4.2 Sample Provider Segmentation Form A

1.4.3 Sample Provider Segmentation Form B

Module 2: Communications and Materials Development

2.1 Overview

2.1.1 Overview

2.1.2 PBCC Framework One-Pager

2.1.3 PBCC Session 2 Power Point - What is PBCC

2.2 PBCC Framework Facilitation Guide

2.2.1 Facilitation Guide and Slides

2.2.1.1 PBCC Framework and Messaging Facilitation Guide

2.2.1.2 PBCC Framework and Messaging

2.2.2 Handouts

2.2.2.1 Modifiable Slides

2.2.2.1.1 Objection Handout

2.2.2.1.2 Value Prop Handout

2.2.2.2 PDF

2.2.2.2.1 Objection Handout

2.2.2.2.2 Value Prop Handout

2.3 Creating Visual Aids & Marketing Resources

2.3.1 Guide to Creating Visual Aids and Marketing Resources

2.3.2 Pharma Visual Aids and Print Materials Backgrounder

2.3.3 Effective Use of Visual Aids

2.3.4 Workshop Creating Visual Aids for PBCC

2.3.4.1 Creating Visual Aid Workshop Talking Points

2.3.4.2 Creating Visual Aid Workshop

2.4 Examples- Features and Benefits, Value Props, Handling Obstacles

2.4.1 IUDs

2.4.1.1 Features and Benefits IUDs

2.4.1.2 Overcoming Obstacles IUDs

2.4.1.3 Value Propositions IUDs

2.4.2 MA

2.4.2.1 Overcoming Obstacles MA

2.4.3 PAC

2.4.4 TB

2.4.4.1 Features and Benefits TB

2.4.4.2 Overcoming Obstacles TB

2.4.4.3 Value Propositions TB

Module 3: Skill Building Curricula for Field Representatives

3.1 PBCC Training Overview

3.1.0 PBCC Pre-Workshop Assessment Tool

3.1.1 Overview of Using the PBCC Workshops

3.1.2 PBCC Learning Strategy Map

3.1.3 PBCC Training Timeline

3.1.4 PBCC Training Implementation Guide

3.2 PBCC Initial Skills training Workshop

3.2.00 PBCC Workshop Cover page

3.2.0 Pre-Workshop Preparation Guide

3.2.0.1 PBCC Curriculum PreWorkshop Preparation Guide

3.2.0.2 PBCC Program Self-Assessment Tool

3.2.0.3 Territory Management Tools Matrix

3.2.1 Session 1 - Welcome and Introductions

3.2.1.1 PBCC Session 1 Facilitator's Guide- Welcome and Introductions

3.2.2 Session 2 - What is PBCC

3.2.2.1 PBCC Session 2 Facilitator's Guide- What is PBCC

3.2.2.2 PBCC Session 2 Materials to Print

3.2.2.2.1 Adoption Stairway handout

3.2.2.2.2 Four Pillars of PBCC Handout

3.2.2.3 PBCC Session 2 What is PBCC Slides

3.2.3 Session 3 - Planning

3.2.3.1 PBCC Session 3 Facilitator's Guide- Planning

3.2.3.2 PBCC Session 3 Materials to Print

3.2.3.2.1 Sample Provider Profile Cards Laos

3.2.3.2.2 Sample Provider Profile Cards Nepal

3.2.3.2.2a Sample Provider Profile Cards Nigeria - MPAC

3.2.3.2.3 Health Facility Data Sheet

3.2.3.2.4 Provider Strategy Planner

3.2.3.2.5 Provider Visit History

3.2.3.2.6 Provider Visit Notes

3.2.3.2.7 Weekly Planner

3.2.3.2.8 Monthly Report

3.2.3.3 PBCC Session 3 PowerPoint- Planning

3.2.4 Session 4 - Features and Benefits

3.2.4.1 PBCC Session 4 Facilitator's Guide- Features and Benefits

3.2.4.2 PBCC Session 4 Materials to Print

3.2.4.2.1 IUD Visual Aid

3.2.4.2.2 MPAC Features and Benefits Aid

3.2.4.2.3 Revised Features and benefits

3.2.4.2.4 Effective Use of Visual Aids Handout

3.2.4.3 PBCC Session 4 PowerPoint- Features and Benefits

3.2.5 Session 5 - Uncovering Provider Needs

3.2.5.1 PBCC Session 5 Facilitator's Guide- Uncovering Provider Needs

3.2.5.2 PBCC Session 5 Materials to Print

- 3.2.5.2.1 Open vs Closed Questions
- 3.2.5.2.2 Provider Role Play - Laos
- 3.2.5.2.2a Provider Role Play - Nepal
- 3.2.5.2.26 Provider Role Play - Nigeria MPAC
- 3.2.5.3 PBCC Session 5 PowerPoint- Uncovering Provider Needs

3.2.6 Session 6 - Creating and Delivering Solutions

- 3.2.6.1 PBCC Session 6 Facilitator's Guide- Creating and Delivering Solutions
- 3.2.6.2 PBCC Session 6 Materials and Appendices
 - 3.2.6.2.1 Value Proposition Handout
 - 3.2.6.2.2 Revised Value Proposition IUDs
 - 3.2.6.2.2a Value Proposition MPAC - Nigeria
 - 3.2.6.2.2b Value Proposition TB
 - 3.2.6.3 PBCC Session 6 PowerPoint- Creating and Delivering Solutions

3.2.7 Session 7 - Overcoming Barriers to Change

- 3.2.7.1 PBCC Session 7 Facilitator's Guide- Overcoming Barriers to Change
- 3.2.7.2 PBCC Session 7 Materials to Print
 - 3.2.7.2.1 IUCD Objection Handling Handout
 - 3.2.7.2.2 Overcoming Barriers Worksheet
 - 3.2.7.2.3 Revised Overcoming Obstacles IUDs
 - 3.2.7.2.3a Overcoming Obstacles MPAC
 - 3.2.7.3 PBCC Session 7 PowerPoint- Overcoming Barriers to Change

3.2.8 Session 8 - Putting It All Together

- 3.2.8.1 PBCC Session 8 Facilitator's Guide- Putting It All Together
- 3.2.8.2 PBCC Session 8 Materials to Print
 - 3.2.8.2.1 Field Coaching Guide ShortForm
 - 3.2.8.2.2 Field Coaching Guide LongForm
 - 3.2.8.2.3 Visit Structure Word Search
 - 3.2.8.3 PBCC Session 8 PowerPoint- Putting It All Together

3.2.9A Session 9 - Conducting Field Visits (Option A)

- 3.2.9A.1 PBCC Session 9 (Option A) Facilitator's Guide- Conducting Field Visits

3.2.9B Session 9 - Facilitating Role Plays (Option B)

- 3.2.9B.1 PBCC Session 9 (Option B) Facilitator's Guide- Video Role Plays

3.2.10 Debrief and Wrap-Up Session

- 3.2.10.1 PBCC Session 10 Facilitator's Guide- Final Debrief
- 3.2.10.2 PBCC Recap Game
- 3.2.10.3 Workshop Evaluation Option

3.3 Provider Segmentation and Prioritization Workshop

- 3.3.1 Provider Segmentation and Prioritization Workshop
- 3.3.2 Provider Segmentation - Provider Profile Cards
- 3.3.3 Four Week Calendar Cycle Example
- 3.3.4 Four Week Calendar Cycle
- 3.3.5 Provider Segmentation and Prioritization Workshop powerpoint

3.4 Advanced Skill Building for Field Reps

3.4.1 Defining PBCC

- 3.4.1.1 Defining Provider behavior Change Communications Facilitation Guide
- 3.4.1.2 Four Pillars of PBCC Handout
- 3.4.1.3 Defining PBCC Slides
- 3.4.1.4 Post-Session Coaching Guide - PBCC Execution

3.4.2 PBCC Communication Continuum

3.4.2.1 Communication Continuum Facilitation Guide

3.4.2.2 Communication Continuum Slides

3.4.2.3 Post Session Coaching Guide - Territory Planning and Communication Continuum

3.4.3 Engaging the Provider

3.4.3.1 Engaging the Provider Facilitation Guide

3.4.3.2 Engaging the Provider Slides

3.4.3.3 Post Session Coaching Guide Engaging the Provider

3.4.3.4 Provider Profiles for Coaching

3.4.4 Gaining Commitment - The Close

3.4.4.1 Gaining Commitment- The Close Facilitation Guide

3.4.4.2 Gaining Commitment - The Close Slides

3.4.4.3 Post Session Coaching Guide - Closing

3.4.4.4 Provider Profiles for Coaching

3.4.5 Client Based Communication

3.4.5.1 Client Based Communication - IUCD Focus Facilitation Guide

3.4.5.2 Client Based Communication - TB Focus Facilitation Guide

3.4.5.3 Post Session Coaching Guide Client Based Communication

3.4.5.4 Provider Profiles for Coaching

3.4.6 Listening to Learn

3.4.6.1 Listening to Learn Facilitation Guide

3.4.6.2 Listening to Learn Slides

3.4.6.3 Post Session Coaching Guide- Listening to Learn

3.4.6.4 Provider Profiles for Coaching

3.4.7 Building Professional Relationships

3.4.7.1 Provider Profiles for Coaching facilitation Guide

3.4.7.2 Provider Profiles for Coaching Slides

3.4.7.3 Post Session Coaching Guide - Building Professional Relationships

3.4.8 Maintaining New Behaviors

3.4.8.1 Maintaining New Behaviors facilitation Guide

3.4.8.2 Maintaining New Behaviors Slides

Module 4: Management & Coaching of Field Staff

4.1 Management by Objectives

4.1.1 Management By Objectives

4.1.2 Tactical Plan

4.2 Coaching

4.2.1 Coaching Overview

4.2.2 Coaching FAQs

4.2.3 Coaching Basics Handbook

4.2.4 Coaching Basics Workshop

4.2.4.1 Facilitator Guide Coaching Basics Workshop

4.2.4.2 Coaching Basics Workshop Slides

4.2.4.3 Coaching Basics Workshop Participant Workbook

4.2.4.4 Coaching Basics Workshop Participant Certificates

4.2.5 Coaching Basics Exercises

4.2.5.1 Triangle Production Exercise

4.2.5.2 Driving Task Exercise

4.2.5.3 Placemat Exercise

4.2.6 Sample Coaching Guides

4.2.6.1 Sample Basic Field Coaching Guide

4.2.6.2 Sample Short Version Field Coaching Guide

4.2.6.3 Sample Detailed Version Field Coaching Guide

4.2.7 Introducing Coaching to Your Team

4.3 Field Visit Management

4.3.1 Field Visit Management Overview

4.3.2 PSI Field Visit Management

4.3.2.1 PSI FVM Overview

4.3.2.2 PSI FVM Module 1

4.3.2.3 PSI FVM Module 2

4.3.2.4 PSI FVM Module 3

4.3.2.5 PSI FVM Module 4

4.3.2.6 PSI FVM Module 5

4.4 Counseling

4.4.1 Counseling

4.4.2 performance Expectation Memo

4.4.3 Performance Improvement Plan

4.4.4 Franchise Provider Retention Plan