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Titolo	Improving Use of Medicines and Medical Tests in Primary Care // edited by Lynn Maria Weekes
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Nota di contenuto	Chapter 1. Introduction. Why is Improving Use of Medicines and Medical Tests Important? -- Chapter 2. Theoretical Bases of Interventions to Improve Use of Medicines and Tests -- Chapter 3. Interventions Supporting Consumers to Achieve the Best From Medicines and Tests -- Chapter 4. Evidence for and Implementation of Academic Detailing -- Chapter 5. Evidence for Audit and Feedback -- Chapter 6. Choosing Wisely – Clinicians as Agents for Change -- Chapter 7. A Program to Improve Management of Patients with Type 2 Diabetes -- Chapter 8. Program to Improve Antibiotic Prescribing in Primary Care -- Chapter 9. Raising Community Awareness: The Role of Public Relations in Health Communication -- Chapter 10. A Program to Improve Use of Antithrombotic Medicines and Reduce the Incidence of

Stroke -- Chapter 11. A Program to Reduce Imaging for Acute Low Back Pain -- Chapter 12. A Program to Reduce Ankle and Knee Imaging -- Chapter 13. Evaluation of Multifaceted Programs -- Chapter 14. Lessons for Success.

Sommario/riassunto

This book is about optimizing the use of medicines and medical tests in primary care. It provides a comprehensive resource for students, researchers, health practitioners and administrators seeking information on how to design, implement, scale-up and build capability for interventions and programs that result in changes in prescribing and medical/diagnostic test ordering by health professionals. Drawing on work from Australia, Canada and the United States of America, the book begins with the evidence-base and theoretical frameworks that underpin successful behaviour change programs. It provides details on particular interventions such as clinical audit, academic detailing, choosing wisely and supports for consumers. Real world examples explore the process of designing, implementing and evaluating interventions and the factors that can help and hinder this process. This is a practical text that will be useful to the beginner and more experience program implementation professionals alike.
