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Nota di contenuto	Foreword (Baruch Fischhoff) -- Preface: Guide for readers (Priya Bahri) -- Authors' biographical notes -- Overview of contents in chapters -- 1. A multilayered research framework for humanities and epidemiology of medicinal product risk communication (Priya Bahri) -- Part I: Medicines in real life as communication challenges. 2. Hormonal contraceptives - Communication for risk awareness and informed choice, or a public scare? (Barbara Mintzes, Teresa Alves, with a contribution from Priya Bahri) -- 3. COX-2 inhibitors - Communication of accumulating risk evidence and a product withdrawal (Amy Rogers, Kerr Grieve, Thomas M MacDonald, with a contribution from Sérgio Nishioka) -- 4. Isotretinoin - Communication for preventing birth defects and alerting of an uncertain risk of suicide (Ineke (HJMJ) Crijns) -- 5. Pandemic influenza vaccines - Communication of benefits, risks and uncertainties (Glen J Nowak, Emilie Karafillakis, Heidi Larson) -- Part II: Tackling the challenges – Methods for medicinal product risk communication research. 6. Ethical frameworks (Ghislaine van Thiel) -- 7. The cognitive and behavioural sciences (Sara Rubinelli, Nicola Diviani, Maddalena Fiordelli) -- 8. The social sciences (Brian Taylor,

Anne Moorhead) -- 9. Rhetoric and science & technology studies (Mathias Møllebæk) -- 10. Media science and practice (Glen J Nowak, Michael A Cacciatore) -- 11. Social media research (Nabarun Dasgupta, Carly Winokur, Carrie E Pierce) -- 12. Design science with a focus on user-centred evaluation of written information (Jörg Fuchs) -- 13. Dissemination & implementation science (Elaine Morrato, Meredith Smith) -- 14. Pharmacoepidemiology (Bert (HGM) Leufkens) -- 15. Legal frameworks (Burkhard Sträter) -- 16. From passive to active - Patients as contributors to medicinal product risk communication research (François Houyez) -- Afterword: The dimension of communicating medicine risks in low- and middle-income countries (Nilima A Kshirsagar).

Sommario/riassunto

At the core of this book lies the question how to approach medicines, risks and communication as a researcher - or anybody planning and evaluating a communication intervention, or wanting to understand communication events in private and the media. With a view to tackle current shortcomings of communication systems and processes for improved implementation, patient satisfaction and health outcomes, a multilayered approach is presented. This combines multiple data types and methods to obtain a wider and deeper understanding of the major parties and their interactions, as well as the healthcare, social and political contexts of information flows, how they interfere and which impact they have. Illustrated with real life experiences of safety concerns with medicines, worldwide active experts discuss the methods and contributions their disciplines can offer. With considerations on terminologies, tabulated overviews on communication types and outcomes, a patient-centred vision and plain language for non-medical readers, the book creates a platform for multidisciplinary collaborations amongst researchers as well as practitioners from communications, healthcare, the social sciences and pharmacovigilance. Importantly, it advocates for an active role of patients and highlights the achievements and aspirations of patient organisations. Finally, the book suggests establishing an inclusive discipline of humanities and epidemiology of medicinal product risk communication to realise full research potential. The authors are driven by the curiosity for communication as the most human behaviour, and as good health is amongst the basic human needs, medicinal product risk communication is an exciting research field of high global relevance.
