Special Report: The efficacy of interventions to change physician prescribing behavior

BlueCross BlueShield Association

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Citation

Authors’ objectives
The objective of this Special Report is to evaluate the evidence on interventions to change physician prescribing behavior.

Authors’ conclusions
The evidence from this review demonstrates that interventions intended to change provider behavior can be successful, in spite of the numerous challenges inherent in achieving this goal. This review also suggests that certain factors can contribute to program success, but that no single factor, or factors, is overwhelmingly a determinant of success. It is likely that numerous factors, including clinical factors, demographics, and features of the intervention, interact to determine overall impact. This review highlights the need to take a broad view in considering all potential contributing factors to maximize the potential benefit of an intervention.

Project page URL
http://www.bcbs.com/blueresources/tec/contact-tec.html

Indexing Status
Subject indexing assigned by CRD

MeSH
Drug Prescriptions; Education, Professional; Practice Patterns, Physicians'

Language Published
English

Country of organisation
United States

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AccessionNumber
32004000666

Date bibliographic record published

Health Technology Assessment (HTA) database
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