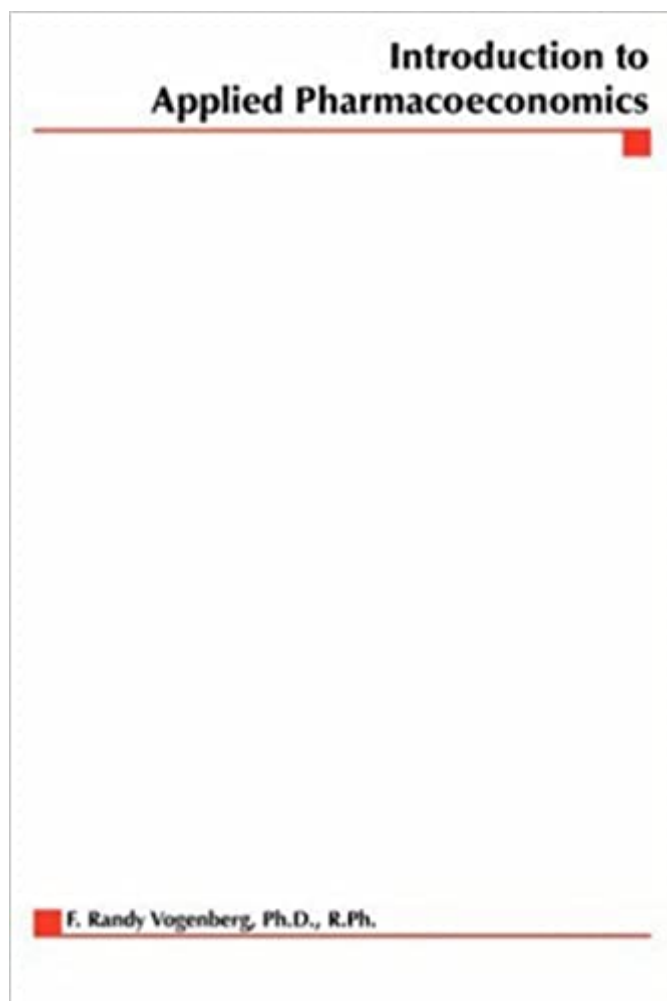


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Introduction To Applied Pharmacoeconomics



Synopsis

In the brave new world of pharmaceutical care, pharmacists are being held accountable for measuring and documenting the quality and efficiency of services they provide. Given this, plus the changes in health delivery system wrought by managed care, economic issues are a prime area of concern. This title presents pharmaceutical economics in the context of how it can be applied in the marketplace setting. The book explores commonly used pharmacoeconomic evaluations, applying pharmacoeconomic evaluations into care paths and drug therapy algorithms, dealing with common barriers to pharmacoeconomic evaluations, and modelling versus patient-based evaluations.

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For cutting-edge guidance on meeting your new responsibilities for measuring, justifying, and documenting services and outcomes, turn to the best source: F. Randy Vogenberg's case-study-enhanced tutorial, featuring practical advice from top experts. *Learn the most commonly used methods for pharmacoeconomic evaluation *Verify quality and efficiency in the services you provide *Discover real-world strategies for integrating pharmacoeconomic measurements and drug therapy algorithms into the care path *See evaluations applied through the use of complete case studies covering mental health issues, gastrointestinal, cardiovascular, respiratory, and mental health *Find real-world answers on overcoming common barriers and interpreting the literature *Get authoritative advice on pharmacoeconomics and the regulatory environment, the US health system, evaluations of drug literature, outcomes and drug impact

assessment, and more *Understand all the perspectives: payersâ™, employersâ™, governmental

This is it--the must-have text/reference that leads to a mastery of pharmaceutical economics within the context of a health care delivery system. Presents concepts in the context of how they would be applied in the marketplace--features a case-study approach and abundant pedagogy that facilitates integrated learning.

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