

# Preconference

Communicating comparative effectiveness data to physicians and patients:

Academic detailing and shared decision making

# Preconference overview

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# Communicating CER

- Comparative effectiveness is not a recent development
  - but results of prior studies have not been reliably taken up in practice
- New focus on comparative effectiveness
  - an opportunity to do better
  - without effective communication and use of the new information, opportunity will be wasted

# Levels of communicating CER

- Providers
- Patients
- Programs of academic detailing

# Providers

- Translating CER to improve physician practice
- Role of CER in licensing and certification

# Patients

- Challenges for patients as they attempt to use CER data
- Tools to help patients effectively incorporate CER into their medical decisions

# Academic Detailing Programs

- Multiple perspectives on implementation
  - Health care system
  - Nationwide intervention
  - State health insurance program