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Medicine : Drug Safety and Pharmacovigilance

Bahri, Priya (Ed.)

# Communicating about Risks and Safe Use of Medicines

Real Life and Applied Research

- Proposes a multilayered approach to medicinal product risk communication research for increasingly emerging collaborations between disciplines and parties aiming at understanding, planning and evaluating communication for improved health outcomes
- Presents a wide range of research methods in accessible language, underpinned by overviews on communication types and outcomes in practical tables and illustrated by examples and case studies of real life experiences of safety concerns with medicines
- Written by internationally experienced authors for a global readership of researchers, practitioners, students and patient advocates active in communications, healthcare, the social sciences and pharmacovigilance

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.

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