Prescribing Support Software and GP Prescribing

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Appropriate Prescribing

Maximise Effectiveness

Minimise Costs

Minimise Risk

Respect Patient Choice

Barber 1995
Prescribing Support Software (PSS)

Prescribing advice for GPs
Information on safety
cost savings
effectiveness
local formulary preferences
Communication Style in PSS

This Study:

1,500 GPs in Wales sent questionnaire
- 175 responses received

Questions included:
- Demographic information
- Attitudes to Prescriber Support Software
- Response to comments by PSS
- Responses to messages based on 4 theoretical approaches:
  - Risk framing
  - Transactional Analysis ego-state
  - Length of message
  - Source credibility
Findings

Attitudes to PSS

- How useful is PSS for decision whether or not to prescribe?
- How useful is PSS for choosing which medication to prescribe?
- To what extent adjust new prescriptions in response to PSS?
- To what extent adjust repeat prescriptions in response to PSS?
Findings

How likely GPs were to change their prescribing in response to the PSS message

Source credibility - AWMSG
Source credibility - NICE
Long message
Short message
TA critical parent
TA adult ego state
Gain framed
Loss framed

1 2 3 4 5 6 7

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$\text{t (df, 168)} = 2.09, p = 0.038$
Conclusions:

Attitudes towards PSS are moderate – so neither for or against.

Risk framing was the only theoretical approach to messages that made a significant difference to case study responses.

A controlled trial comparing actual use of messages and records of prescriptions will make it possible to identify the most effective style of messages for use with PSS.