

<<药物经济学Pharmacoecono>>

图书基本信息

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内容概要

This introductory textbook of pharmacoeconomics is ideal for all those working in, aspiring to work in or interested in the pharmaceutical industry. It assumes no prior knowledge of this subject but is written at a level appropriate, for example, for those studying for a postgraduate degree or diploma in pharmaceutical medicine and who already have a first degree in science or medicine. Emphasizes how pharmacoeconomics can be of assistance in "real world" decision making. Covers the development of insuring, financing and delivery of health care in the developed world and the increasing role of governments. Explains the trend towards the critical scrutiny of health service activity. All topics explained assuming no specialist knowledge.

书籍目录

List of contributors Foreword Preface 1 Basics of economics, health economics and pharmacoeconomics 12
The economics of healthcare and healthcare systems 173 The public policy context br pharmacoeconomics
374 Pharmacoeconomics: an industry perspective 555 Disease management and the technique of
programme budgeting and marginal analysis 716 Cost of illness studies 857 Approaches to
pharmacoeconomic analysis 1018 Pharmacoeconomics and clinical trials 1279 Modelling in health
economics 14110 Quality assurance in pharmacoeconomic analyses 15511 The future challenges
167 Appendix 1 Author's checklist for the British Medical Journal 175 Appendix 2 Checklist to evaluate
pharmacoeconomic studies 177 Appendix 3 A 'crook's' guide to designing a pharmacoeconomic analysis that
ensures success 179 Appendix 4 Case study 1-thrombolysis 183 Appendix 5 Case study
2-cholesterol-lowering drugs 185 Glossary 187 Index 193

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