

Participatory Development of a Generic Detailing Program with a Primary Care Research Network

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Preparatory work for a large-scale project that will implement and evaluate the distribution of generic drug samples in primary care practices. This first project aims to assess KAN clinician members' prescribing behaviors, use of drug samples, their recommendations for the most suitable drug classes for generic samples, and their interest in further participation in the planned project; then to develop specific arrangements for sample acquisition, distribution and monitoring.