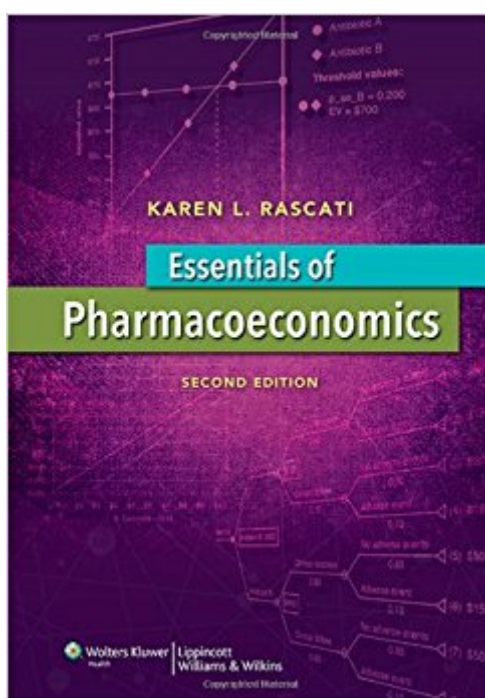


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# Essentials Of Pharmacoeconomics (Point (Lippincott Williams & Wilkins))



## Synopsis

This text provides a straightforward explanation of the essential pharmacoeconomics topics outlined by The Accreditation Council for Pharmacy Education (ACPE). It defines terminology used in research and covers the application of economic-based evaluation methods to pharmaceutical products and services, making it perfect for the student or practitioner who is unfamiliar with "pharmacoeconomics." Readers will find examples of how pharmacoeconomic evaluations relate to decisions that affect patient care and health-related quality of life. Understanding these principles will help you assess published research aimed at improving clinical and humanistic outcomes based on available resources.

**Find These Helpful Features**

- **Composite research articles** that include the positives and negatives found in published research which will help you learn to evaluate literature and to interpret and determine the usefulness of pharmacoeconomic research articles.
- **Composite worksheets** increase your comprehension of just-read articles.
- **Examples** provide and reinforce relevant illustrations of chapter content.
- **Questions/Exercises** at the end of each chapter assess your understanding of the key concepts.
- **Common Equations** that are critical to the subject are presented, with multiple example calculations that clearly demonstrate the use of these equations.

**Bonus Features via thePoint**

- **Immediate access** to an image bank of figures and tables from the text.
- **Sample worksheets** for critiquing research articles.

## Book Information

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Medical Books > Pharmacology > Pharmacy #51 in [Books > Business & Money > Management & Leadership > Information Management](#)

## Customer Reviews

Book Reviews from 3 journals are available for the first edition. The second edition is updated and has more case studies. *Essential of Pharmacoeconomics* is a high-quality, intellectual contribution to the pedagogy of pharmacoeconomics in pharmacy. As a pharmacy educator, after reading the book, I deeply appreciate the time and effort Dr. Rascati spent on both teaching and research in pharmacoeconomics. No doubt it was her experience from those endeavors that resulted in this book. I highly recommend the book to be used as a textbook in pharmacoeconomics courses at US pharmacy schools. Reviewer = Y. Liu - *American Journal of Pharmaceutical Education* 2009;73(5) Article 94. *Essentials of Pharmacoeconomics* is a valuable resource for US pharmacy students wishing to understand the basic principles of pharmacoeconomics in order to be able to use such data in their future decision making. The book is clearly written, contains many practical exercises and provides plenty of pertinent references for those wishing to study further. Reviewer = C. Carswell - *Pharmacoeconomics* 2008; 26 (12): 1065. Students keep academic books adamantly believing that they will use them after class has ended. Unfortunately, these shelf weights see little use in a search-and-click web world. Rascati's book is, however, an exception. Any student keeping Rascati's book after class's end would still be using it. *Essentials of Pharmacoeconomics* is a timely book providing beginning students an excellent introduction to pharmacoeconomics. The book earns high marks for its emphasis on research analysis, brief but inclusive explanations, and for doing in 200 pages what many books eight times the length attempt. Beginners need not run a CBA of this book. It may be profitably kept on shelves in an increasingly valuing world. Reviewer = H. King *Journal of Commercial Biotechnology* (2009) 15, 92-94.

Great book without a lot of 'fluff' that isn't needed. To the point, basic overview of different economic healthcare concepts. Can be applied to other healthcare economics situations outside of pharmaceuticals too (I am in occupational therapy and conduct CBA-analysis on interventions). Hope this helps.

I would highly recommend this book! *Essentials of Pharmacoeconomics* was well written and provides a clear, thorough overview of general pharmacoeconomic principles. The book has plenty

of examples and exercises to reinforce the material presented throughout it.

Needed it for class. Did it's job

Not a good book

Great and short read for Pharmacoeconomic models and understanding. After reading this book, you can pick up a pharmacoeconomic article and break it down for your understanding

As described, came quickly!

Good product

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Wilkins)) by Duane E. Haines PhD (2007-06-01) D. E. Haines's Neuroanatomy 7th (Seventh) edition(Neuroanatomy: An Atlas of Structures, Sections, and Systems, North American Edition (Point (Lippincott Williams & Wilkins)) [Paperback])(2007) Renal Pathophysiology (Point (Lippincott Williams & Wilkins))

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