

Grantee	PI Name	Project
American Medical Association	Audiey C. Kao	<i>Sound Prescribing: A Lifelong Curriculum for Physicians</i> Educational curricula for prescribers - in web and didactic versions targeted to current and future prescribers in 4 sites nationally and evaluated longitudinally.
Brigham and Women's Hospital	Jerry Avorn	<i>Educational Outreach to Improve Prescribing</i> Educational curriculum, including academic detailing to inform faculty and students at Harvard Medical School.
Dartmouth College	Lisa Schwartz, Steven Woloshin	<i>Helping Physicians Critically Evaluate Drug Information: A Curriculum and Method for Enhancing Sensible Decision Making During Office Visits</i> Educational curriculum for prescribers and drug fact boxes that potentially will be disseminated by FDA.
Federation of State Medical Boards	Lisa Robin	<i>Online Prescriber Education Network</i> A web-based dissemination point for other grantees' curricula that will be offered to every state licensing boards' CME websites.
Georgetown University, Department of Physiology and Biophysics	Adriane Fugh-Berman	<i>The Marketing of Medicines: Development, Dissemination and Evaluation of a Critical Skills Curriculum for Prescribers</i> Create a website for educational curriculum for CME credit practicing physicians through Georgetown University's CME program; curriculum for residents at three D.C.-area medical schools and write four journal articles.
Harvard Pilgrim	Steven R. Simon	<i>Reducing Unnecessary Use of Heavily Marketed Medicines</i> Randomized Controlled Trial of electronic alerts on medical records.
Hektoen Institute for Medical Research/Cook County	Gordon Schiff	<i>Formulary Leverage Improved Prescribing</i> Educational curriculum for Cook County hospital formulary committees and medical students at University of Illinois (Chicago).
Kaiser Foundation Health Plan of Colorado	David Price	<i>Pharmaceuticals from Development to Practice: A Web-Based Educational Curriculum for Health Professionals</i> Educational curriculum aimed at Kaiser Permanente prescribers in Colorado region and potentially nationwide in the Kaiser system.
Lovelace Clinic Foundation	Eva Lydick	<i>Development, Evaluation and Dissemination of a Web-Based Curriculum on Pharmaceutical Regulations and Marketing</i> Educational curriculum for prescribers in the Lovelace Sandia Health System - placed in the CME mainstream through website.

Meyers Primary Care Institute	Jerry Gurwitz	<i>Educating Health Professionals About the Marketing of Medicines</i> Educational curriculum for current and future prescribers the northeast region of the U.S.
MGH Institute of Health Professions	Elissa Ladd	<i>There's No Such Thing as a Free Lunch...or Dinner: A Web-Based Pharmaceutical Practice Program for Advanced Practice Nurses</i> Educational curriculum for nurse practitioners nationwide.
National Center for Farmworker Health	Roberta Ryder	<i>Rx Savvy for Health Outcomes</i> Disseminating other grantee curriculum to farmworker health center prescribers.
Northeastern Ohio Universities	Clint Snyder	<i>Comprehensive Curriculum for Understanding the Interface of the Medical and Pharmaceutical Professions</i> Educational curriculum development for faculty and students at NEOUCOM.
Oregon Health Policy & Research	David Pass	<i>Improving Prescribing Practices Using Evidence-Based Curriculum</i> Curriculum development for prescribers in Oregon.
Portland VA Research Foundation	Stephanie Halvorson	<i>Marketing and Medicines</i> Educational curriculum for residents at OHSU/Portland.
University of California, San Francisco	Lisa Bero	<i>Design, Evaluation and Implementation of a Marketing of Medicines Curriculum for Health Professionals</i> Educational curriculum for prescribers at UCSF. Will work with Farmworkers to disseminate information.
University of Alabama at Birmingham	Maribel Salas	<i>Marketing of Medicines: Strategies and its Impact on Prescriber Behavior in the United States</i> Curriculum development for prescribers in the Southeast region.
University of Georgia School of Pharmacy	Randall Tackett	<i>Development and Dissemination of a Multimedia Critical Prescribing Skills Curriculum</i> Curriculum development for pharmacy students at the University of Georgia.
University of Kentucky	Paul Dassow	<i>Maximizing the Impact of a Critical Skills Curriculum for Prescribers</i> Curriculum development for prescribers at the University of Kentucky.
University of North Carolina, Chapel Hill	Sue Tolleson-Rinehart	<i>PEDS: Pediatric Education for Drug Safety, a UNC CERTS Safety Curriculum</i> Curriculum development around pediatric off-label use for prescribers, disseminated through AHRQ connections and nationally.

University of Vermont, Area Health Education Center	Richard Pinckney	<i>Program in Wise Prescribing</i> Curriculum development for AHEC dissemination.
University of Washington, School of Medicine	Linda Pinsky	<i>Drug Reps in the Attic: Smoking Out the Influences of the Pharmaceutical Industry on Providers' Prescribing Practices</i> Curriculum development for students, residents and doctors in the Seattle area.
University of Arkansas	Mark E. Helm	<i>Impacting Medication Prescribing for Arkansas Children Through Off-Label Education</i> Curriculum development and assessment of prescribing patterns in a peds Medicaid population in Arkansas.
University of Minnesota	Jon C. Schommer, Stephen W. Schondelmeyer	<i>Evaluation of Best Buy Outreach Project</i> Evaluating curriculum dissemination in Minnesota prescribing community.
Mount Sinai School of Medicine	Ethan A. Halm	<i>Data Smog and Marketing Fog: A Critical Skills Curriculum to Educate Health Professionals About Rational Prescribing</i> Curriculum development and dissemination in 13 New York and New Jersey hospitals.
Florida International University	David Cohen	<i>Critical Skills Curriculum on Psychotropic Medications for Social Workers</i> Curriculum development for psychotropic meds in peds for social workers.
Institute on Medicine as a Profession (IMAP)	David Rothman; Susan Chimonas	<i>Rational Prescribing in a World of Marketing: Educaitng Providers and Organizations to Best Practices</i> Case studies at large institutions nationwide on best- practices in conflict of interest and rational prescribing methods. Dissemination of tool-kits for all institutions with best practices of methods.
Wake Forest School of Medicine	Curt Furberg	<i>Smart Prescribe: Development, Dissemination and Evaluation of a Critical Skills Curriculum for Rational Prescribing</i> Curriculum development for prescribers in the Wake Forest Medical Center - collaborating with other grantees and will disseminate nationwide through the Internet.