

## Educational outreach visits can influence prescribing

<b>Clinical question</b>	Can educational outreach visits (EOVs) affect professional practice or patient outcomes?
<b>Bottom line</b>	EOVs alone or when combined with other interventions have effects on prescribing that are relatively consistent and small, but potentially important. Interventions that included EOVs appeared to be slightly superior to audit and feedback.
<b>Caveat</b>	The effects of EOVs on other types of professional performance vary from small to moderate improvements. It was not possible for this review to explain the variation.
<b>Context</b>	EOVs (also known as academic detailing or educational visiting) are personal visits by a trained person to health professionals in their own settings.
<b>Cochrane Systematic Review</b>	O'Brien MA et al. Educational outreach visits: effects on professional practice and health care outcomes. Cochrane Database of Syst Rev. 2007, Issue 4. Article No. CD000409. DOI: 10.1002/14651858.CD000409.pub 2. Note: This review contains 69 studies involving 15,000 health professionals.
<b>PEARLS 107, February 2008, written by Brian R McAvoy</b> (first published in New Zealand Doctor, 5 November 2008)	

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