



# Patient Education: A Practical Approach

*Kate Lorig RN DrPH*

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## **Patient Education: A Practical Approach** Kate Lorig RN DrPH

This volume is a practical, step-by-step description of the process of conceptualizing, designing, implementing, and evaluating a successful patient education program. Chapters focus on conducting a needs assessment, developing and evaluating a program based upon that assessment, generating marketing strategies and selecting or preparing patient education materials. The author makes recommendations on how to work effectively with culturally diverse populations and with difficult patients and on how to deal with compliance problems.

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