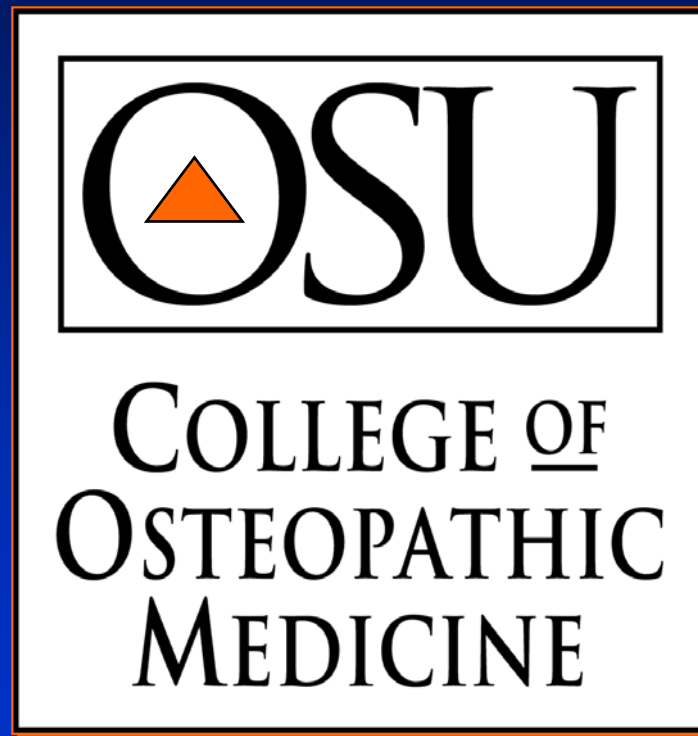


Preventive Medicine



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-----Family Practice B-----

Introduction

- **Case Presentations**
 - 28 year old male with no significant personal or family history
 - 52 year old female with family history colon cancer and heart disease
- **What would you order?**
- **What would you discuss?**

Objectives

- **What is / is not Preventive Medicine?**
- **Why do Preventive Medicine?**
- **How Can Barriers Be Overcome?**
- **List items in US Preventive Services Task Force Guidelines**
- **How can family physicians affect healthy patient behaviors?**

The What and Why of Preventive Medicine

- **What is Preventive Medicine?**
 - **Intervene before disease develops**
 - **Intervene early in the course of disease**
- **Why is Preventive Medicine important?**
 - **Opportunity to make a big impact in a patient's life**

Preventive Medicine Successes

- **Reduction of morbidity and mortality from:**
 - **Poliomyelitis**
 - **Rubella**
 - **Stroke**
 - **Cervical Cancer**

Golden Future Opportunities

- **Reducing health risks through changing:**
 - **Personal Health Behaviors**
 - **Modifiable Risk Factors**

Golden Opportunities -- Personal Health Behaviors

- Behavior change can significantly improve health in:
 - Smoking cessation
 - Seat belt use
 - Exercise promotion
 - Preventive sexual practices

Golden Opportunities -- Personal Health Behaviors

- **50% of US deaths in 1990 = preventable factors:**
 - tobacco, alcohol, and illicit drug use
 - poor diet and activity patterns
 - motor vehicle accidents
 - unwise sexual behavior

Potential Barriers / Excuses

- **Physician reimbursement**
- **No time**
- **Confusion about “expert” recommendations**
- **Uncertainty-effectiveness / harm**
- **Lack of interest (D.O. and/or pt.)**

Addressing the Barriers

- **Physician reimbursement**
- **No time**
- **Confusion about “expert” recommendations**
- **Uncertainty about effectiveness or potential harm**
- **Lack of interest (D.O. and/or pt.)**

References For Screening

- **US Preventive Service Task Force (USPSTF-2)**
- **Guide to Clinical Preventive Services, 2nd edition**
 - **Evaluation of interventions for more than 80 target conditions**

USPSTF-2 Approach

- **Burden of Suffering**
- **Potential Effectiveness of Preventive Intervention**
- **Selection of Preventive Services (Primary, Secondary)**
- **Intervention in a Clinical Setting**

USPSTF-2 Approach -- Criteria For Effectiveness

- **Screening Test**
 - **Accuracy, Effectiveness**
- **Counseling Interventions**
 - **Efficacy, Effectiveness**
- **Immunizations / Chemoprophylaxis**
 - **Efficacy**

Problems with Screening

- **Direct Physical Complications**
- **Social / Psychological Impact**
- **Potential For False Positive or False Negative**
- **Economic Impact**

Always Remember ...

- **The Results of USPSTF-2 are based (as much as possible) only on science**
- **The clinician must interpret and apply (art of medicine)**
- **What if it was your parent ... your friend ... you?**

USPSTF-2 - Age Specifics

- **Birth to 10 Years**
- **Age 11-24 Years**
- **Age 25-64 Years**
- **Age 65 and Older**
- **Pregnant Women**
- **Conditions for Remaining Alert**

Getting the Patient Involved

- **Effective patient participation requires:**
 - **1. education**
 - **2. motivation**
 - **3. counseling**

Patient Education / Motivation / Counseling Strategies

- **Know Patient's Perceptions**
- **Tell the Patient What to Expect and When**
- **Take Baby Steps**
- **Be Specific**
- **Consider Adding A Behavior Instead of Modifying One**

Patient Education / Motivation / Counseling Strategies

- **Link New Behaviors to Old Ones**
- **Get Explicit**
- **Combine Your Attack**
- **Involve Your Office Staff**
- **Refer to Other Sources**
- **Follow-up is key!!!!**

Summary

- Preventive medicine makes a major impact in the life of your patients.
- Effective strategies exist to address barriers to preventive care
- Use preventive guidelines every day, know their strengths & limitations
- Follow up is crucial!
- Best medicine = promoting health.