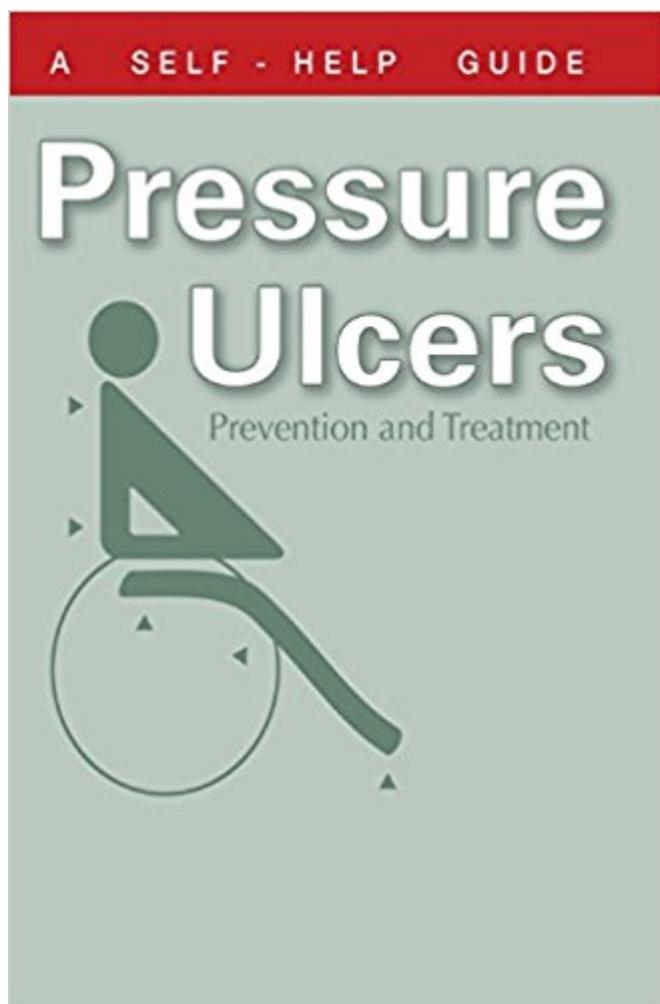


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The Doctor's Guide To Pressure Ulcers: Prevention And Treatment



Synopsis

This book is for the healthâ "worker, caregiver or patient, providing understanding as a catalyst to achieve treatment compliance. It is a practical guide to all the key preventive measures in line with the recent AHCPR guidelines. These guidelines are regarded as the benchmark for optimum prevention and treatment of pressure sores. There are a lot of interactive sections for personalizing treatment regimens, skin care records, prevention checklists and turning schedules. -- The â œDr. Guideâ œ books brand now encompasses over 50 titles in fields such as allergy, asthma, COPD, diabetes, lifestyle, natural product usage, orthopedics and wound care. The success of the Dr. Guide books is attributed to their: - reader-friendly style - comprehensive information - snappy content and themes of prevention - focus on empowering the patient through self-care - interactive self-assessments and quizzes - well-explained treatment options. -- About the publisher: MediScript Communications was founded in 1996 by a management team of marketing executives, writers, nurse educators, psychologists and distribution companies to provide a unique and effective style of publications, empowering readers and patients, through interaction, personalization and subsequent relevance. For more information, visit www.mediscript.net Find us on Facebook www.facebook.com/mediscriptcommunications/

Book Information

Paperback: 82 pages

Publisher: MediScript Communications, Inc. (March 4, 2017)

Language: English

ISBN-10: 1550408305

ISBN-13: 978-1550408300

Product Dimensions: 5.2 x 0.2 x 8 inches

Shipping Weight: 5.3 ounces (View shipping rates and policies)

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After teaching, marketing and sales management, & business consultancy in a variety of industries including pharmaceuticals, Ken founded MediScript Communications Inc. in 1996. This unique and innovative publishing company provided solutions to the health care industry in boosting brand share by providing a value-added competitive edge with "off the shelf" or customized publications.

For health care professionals the print, digital or e-learning sites save time, train staff, empower patients and embrace the new concept of patient-centric care. Ken has authored more than 20 books and has articles published in sociological journals capitalizing on his postgraduate management thesis "The Pyschology of Consumer Persuasion."

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