

1^o behaviour targeted = review and change existing high-risk prescribing
2^o behaviour targeted = avoid new high-risk prescribing

Education

Educational outreach during trial start-up month

Structured written material via website

Trigger internal practice monitoring to reduce future prescribing

Informatics

Support educational intervention

Prompt data use and identify patients

Structure clinical information for review

Record review decisions

Support implementing change

Support trial data collection (outcomes and process data) and payment process

Financial incentive

Fixed payment to participate and provide data (£350 per practice)

Payment per patient reviewed (£15 per patient)