

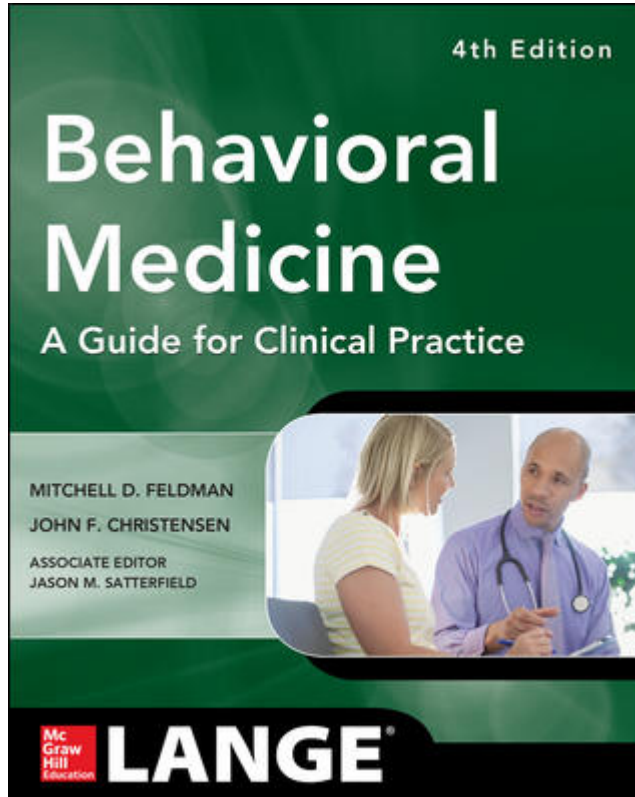


Professional

## Behavioral Medicine A Guide for Clinical Practice 4/E

Author: Mitchell Feldman, John Christensen

ISBN-13: 9780071767705



Pub Date: SEPTEMBER 2014

Price:

\$ 59.00 AUD

\$ 69.00 NZD

Edition: 4

Previous ISBN: 9780071438605

Subject: Medical - Family & General Practice

Trim Height: 24 cm

Trim Width: 19 cm

Pages: 576

Format: Softcover

### INTRODUCTION

*Thorough, practical discussion of the scope of the physician-patient relationship*

*Behavioral Medicine, Fourth Edition* delivers real-world coverage of behavioral and interactional issues that occur between provider and patient in everyday clinical practice. Clinicians will learn how to deliver bad news, how to conduct an effective patient interview, how to clinically manage behavioral issues in the dying patient, the principles of medical professionalism, behavioral issues in men's and women's health, and much more.

The goal of this book is to improve health care by giving readers a better understanding of what clinicians and patients each bring, behaviorally, to the medical encounter. A dual goal is to help primary care providers in the appropriate management of psychiatric disorders in the outpatient setting.

- Market: Medical students (18,500/year), internal medicine residents (23,000), physician

- assistant students (2,650/year), physician assistants (23,000), nurse practitioners (50,000), family medicine residents (8,000)
- NEW CHAPTER on medically focused global health issues Every chapter substantially revised and updated

## DESCRIPTION

### **The #1 guide to behavioral issues in medicine Thorough, practical discussion of the full scope of the physician-patient relationship**

The goal of Behavioral Medicine is to help practitioners and students understand the interplay between psychological, physical, social and cultural issues of patients. Within its pages you will find real-world coverage of behavioral and interactional issues that occur between provider and patient in everyday clinical practice. You will learn how to deliver bad news, how to conduct an effective patient interview, how to care for patients at the end of life, how to clinically manage common mental and behavioral issues in medical patients, the principles of medical professionalism, motivating behavior change, and much more.

As the leading text on the subject, this trusted classic delivers the most definitive, practical overview of the behavioral, clinical, and social contexts of the physician-patient relationship. The book is case based to reinforce learning through real-world examples, focusing on issues that commonly arise in everyday medical practice and training. One of the significant elements of Behavioral Medicine is the recognition that the wellbeing of physicians and other health professionals is critically important to caring for patients.

Enhanced by new and updated content throughout, Behavioral Medicine provides insight and information not available anywhere else for those who seek to provide comprehensive high-quality care for patients. And it does so in a way that acknowledges patients as people who have problems that often go far beyond the reach of traditional medical care.

## ABOUT THE AUTHOR

**Mitchell D. Feldman, MD (San Francisco, CA)** is Professor of Medicine and Director of Faculty Mentoring, University of California-San Francisco School of Medicine, one of the outstanding general medicine programs in the country as well as one of the nation's leading behavioral medicine groups.

**John F. Christensen, PhD (Portland, OR)**

**Associate Editor Jason M. Satterfield, PhD (San Francisco, CA)** is Director of Behavioral Medicine and Professor of Clinical Medicine at University of California-San Francisco.

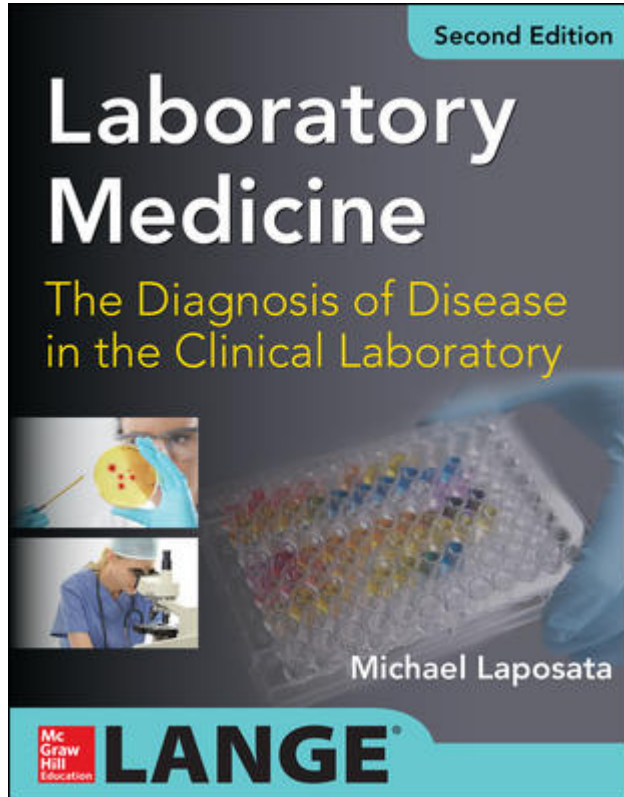


Professional

## Laboratory Medicine Diagnosis of Disease in Clinical Laboratory 2/E

Author: Michael Laposata

ISBN-13: 9780071805544



Pub Date: SEPTEMBER 2014

Price:

**\$ 89.00 AUD**

**\$ 98.00 NZD**

Edition: 2

Previous ISBN: 9780071626743

Subject: Medical - Laboratory Medicine

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 512

Format: Softcover

### INTRODUCTION

***A complete full-color guide to selecting the correct laboratory test and interpreting the results -- covering the entire field of clinical pathology***

*Laboratory Medicine* is the most comprehensive, user-friendly, and well-illustrated guide available for learning how to order the correct laboratory test and understand the clinical significance of the results. The book features an easy-to-follow, consistent presentation for each disease discussed. Chapters begin with a brief description of the disorder followed by a discussion that includes tables detailing the laboratory evaluation of specific disorders, diagnosis, baseline tests to exclude diagnostic possibilities, and clinical indications that warrant further screening and special testing.

With new, increasingly expensive and complicated tests appearing almost daily, *Laboratory Medicine* is required reading for students and physicians who want to keep abreast of the latest testing procedures and maximize accuracy and patient safety.

- Market: Medical students (18,750 per year), nursing students (100,000)
- The only text of this type that covers the entire field of clinical pathology, saving students the cost of purchasing multiple titles
- 400 full-color illustrations
- 36 Clinical laboratory methods presented in easy-to-understand illustrations
- More than 200 tables and full-color algorithms to facilitate understanding

## DESCRIPTION

### **A complete full-color guide to medical test selection and test result interpretation**

*Laboratory Medicine* is an essential text for medical students and residents studying clinical pathology, medical technology students, and for practitioners working in a clinical setting. By selecting the appropriate tests and interpreting the results correctly, physicians using this book should be able to optimize patient outcomes and reduce the cost of achieving a diagnosis.

This full-color guide features an easy-to-follow, consistent presentation for each disease discussed. Chapters begin with a brief description of the disorder followed by a discussion that includes tables detailing the laboratory evaluation of specific disorders, and coverage of diagnosis, baseline tests to exclude diagnostic possibilities, and clinical indications that warrant further screening and special testing.

#### Features

- Updated to reflect the most current information
- 46 laboratory methods presented in easy-to-understand illustrations which include information on the expense and complexity of the assays
- More than 200 tables and full-color algorithms encapsulate important information and facilitate understanding
- Full-color blood-smear micrographs demonstrate common abnormal morphologies of red blood cells
- Valuable learning aids in each chapter, including learning objectives, chapter outlines, and a general introduction
- Extensive table of Clinical Laboratory Reference Values showing the conversions between US and SI units for each value
- Coverage of genetic test options that are now commonly used in clinical practice

## ABOUT THE AUTHOR

**Michael Laposata, MD, PhD (Nashville, TN)** Edward and Nancy Fody Professor and Executive Vice Chair of Pathology, Pathologist-in-Chief, Vanderbilt University Hospital; Professor of Medicine, Vanderbilt University School of Medicine.

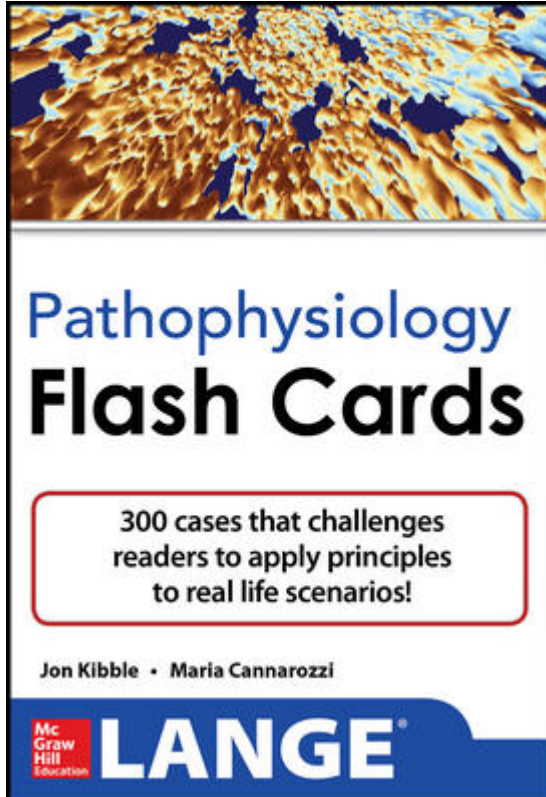


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## Physiology Flash Cards

Author: Jonathan Kibble, Maria Cannarozzi

ISBN-13: 9780071767507



Pub Date: SEPTEMBER 2014

Price:

**\$ 51.00 AUD**

**\$ 57.00 NZD**

Edition: 1

Previous ISBN:

Subject: Medical - Physiology

Trim Height: 18 cm

Trim Width: 11 cm

Pages: 372

Format: Softcover

### INTRODUCTION

**A fun, fast way to review the major concepts in physiology**

This carry-anywhere learning tool is great for reviewing for board and course exams. Each high-yield card includes key concepts and a clinical case. Sections include musculoskeletal system, nervous system, blood, cardiovascular system, respiratory system, urinary system, gastro system, endocrine system, and reproductive system.

### DESCRIPTION

150 high-yield cards include key concepts and clinical cases--great for board review and exam preparation!

- Organized by body system:
  - Musculoskeletal System
  - Nervous System

- Blood
- Cardiovascular System
- Respiratory System
- Urinary System
- Gastrointestinal System
- Endocrine System
- Reproductive System
- Great for board review and exam preparation

### **ABOUT THE AUTHOR**

**Jonathan D. Kibble (Bay Shore, NY)** is the Secretary of the American Physiological Society's Teaching Section and an Associate Editor for *Advances in Physiology Education*.

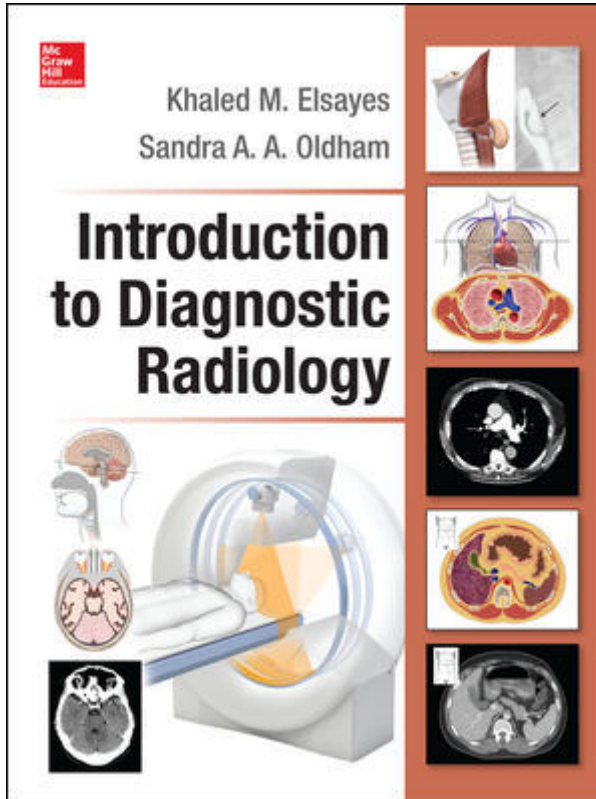


Professional

## Introduction to Diagnostic Radiology

Author: Khaled Elsayes, Sandra Oldham

ISBN-13: 9780071801805



Pub Date: AUGUST 2014

Price:

**\$ 125.00 AUD**

**\$ 135.00 NZD**

Edition: 1

Previous ISBN:

Subject: Medical - Radiology & Nuclear Medicine

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 704

Format: Hardcover

### INTRODUCTION

#### ***A practical clinically relevant introduction to diagnostic radiology***

*Introduction to Diagnostic Radiology* is written to improve readers' basic knowledge of diagnostic radiology. The book includes progressive cases that illustrate the step-by-step approach that an expert would take to reach an accurate diagnosis.

Unlike competitive texts which focus on diseases and pathology, this text discusses diagnosis from the practical point of view, showing readers how to order the correct radiological examinations, interpret images, and eventually diagnose. To be as clinically relevant as possible, the authors focus on the most common clinical scenarios encountered in daily practice and discuss imaging techniques and protocols necessary to treat these problems.

- Market: Medical students (18,500/year), family practitioners (74,000)
- Each chapter focuses on one body system or organ and includes more than twenty-five



- cases
- Very well illustrated with entire sequences being demonstrated
- Written from the perspective of trainees who have only a limited knowledge of radiology

## DESCRIPTION

### **A practical clinically relevant introduction to diagnostic radiology**

*Introduction to Basic Radiology* is written to provide non-radiologists with the level of knowledge necessary to order correct radiological examinations, improve image interpretation, and enhance their interpretation of various radiological manifestations. The book focuses on the clinical scenarios most often encountered in daily practice and discusses practical imaging techniques and protocols used to address common problems. Relevant case scenarios are included to demonstrate how to reach a specific diagnosis.

*Introduction to Basic Radiology* is divided into ten chapters. The first two chapters provide basic information on various diagnostic imaging techniques and contrast agents. Each of the following chapters discuss imaging of specific organ systems and begin with a description of the imaging modality of choice and illustrates the relevant features to help simplify the differential diagnosis. You will also find important chapters on pediatric radiology and women's imaging.

Unlike other introductory texts on the subject, this book treats diagnosis from a practical point of view. Rather than discuss various diseases and classify them from the pathologic standpoint, *Introduction to Basic Radiology* utilizes cases from the emergency room and physician's offices and uses a practical approach to reach a diagnosis. The cases walk you through a radiology expert's analysis of imaging patterns. These cases are presented progressively, with the expert's thinking process described in detail. The cases highlight clinical presentation, clinical suspicion, modality of choice, radiologic technique, and pertinent imaging features of common disease processes.

## ABOUT THE AUTHOR

**Khaled Elsayes, MD (Houston, TX)** is affiliated with MD Anderson and also teaches at the University of Texas Medical School in Houston.

**Sandra Oldham, MD (Houston, TX)** is Vice-Chairman for Education at the University of Texas Medical School.



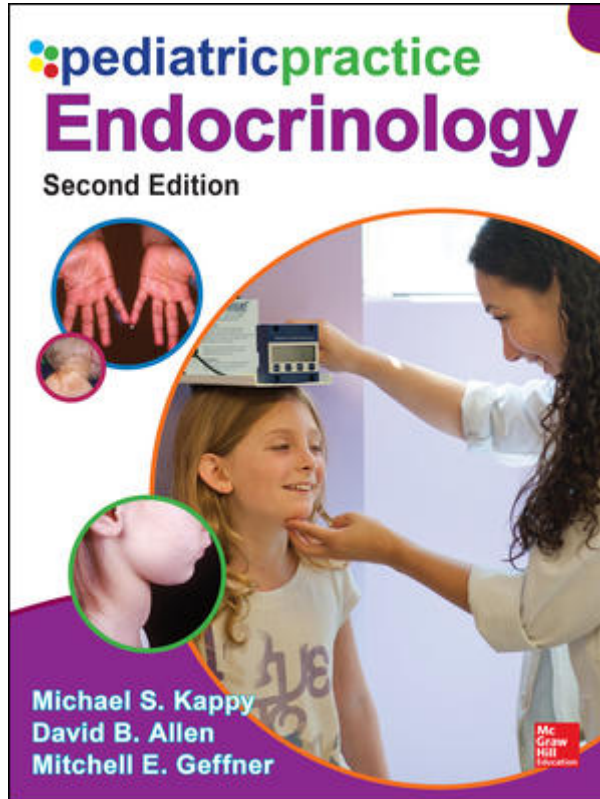


Professional

## Pediatric Practice: Endocrinology, 2nd Edition

Author: Michael Kappy, David Allen, Mitchell Geffner

ISBN-13: 9780071813174



Pub Date: SEPTEMBER 2014

Price:

\$ 125.00 AUD

\$ 135.00 NZD

Edition: 2

Previous ISBN: 9780071605915

Subject: Medical - Pediatrics

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 432

Format: Hardcover

### INTRODUCTION

**Complete how-to guidance on the treatment of endocrine problems in children**

*Pediatric Practice: Endocrinology* is a full-color, practical reference covering the care of children with growth disorders, diabetes, hypothyroidism, and many other endocrine-related problems. This title emphasizes the practical aspects of managing patients. While epidemiology, pathophysiology and diagnosis are covered, the emphasis of the book is on care of the patient, with the goal of optimizing care and improving the medical management and outcomes for these patients.

### DESCRIPTION

**The go-to guide for managing endocrine problems in children – completely updated for today's practice**

Part of the Pediatric Practice series, *Pediatric Practice: Endocrinology* is an outstanding clinical analysis and decision-making tool for those treating endocrine problems in children. Featuring an innovative problem-oriented approach, this well-illustrated, full-color guide skillfully integrates pathophysiology with clinical management. Numerous figures illustrate the principles of normal and abnormal physiology and treatment rationale and effects.

Since an understanding of the clinical manifestations and treatments of endocrine disorders begins with knowledge of concepts of hormone action and principles of feedback control, the first chapter, "General Concepts and Physiology," links genetics, cell biology, and physiology with pathophysiology to provide a clear and approachable overview of endocrine systems. Subsequent chapters discuss disorders of growth, puberty, thyroid and adrenal glands, sex development, calcium and bone metabolism, water homeostasis, and carbohydrate metabolism and its comorbidities.

In this second edition, contributing authors have updated all chapters. Important additions include sections on genetics for the endocrinologist in the general concepts chapter, an overview of the physiology and treatment of metabolic syndrome and dyslipidemia in the obesity chapter, and the addition of a new chapter on enteric hormones.

#### Features of the Pediatric Practice Series

The Pediatric Practice series simplifies the care of pediatric patients by delivering:

- Tips that tell you what you must know--and what you must do--at every stage of care
- Diagnostic and treatment algorithms
- Signs/Symptoms and Differential Diagnosis boxes
- When to Refer boxes, which examine all the relevant clinical considerations
- Diagnostic Tests--with a realistic emphasis on the right tests to order
- Medical Treatment coverage that includes drugs, dosages, and administration in an easy-to-read tabular format
- Convenient icons and a consistent chapter design
- Numerous clinical color photos and didactic diagrams

#### **ABOUT THE AUTHOR**

**Michael S. Kappy, MD, PhD (Denver, CO)** Professor of Pediatrics, Section Head, Endocrinology, University of Colorado Health Sciences Center, The Children's Hospital, Denver.

**Mitchell E. Geffner, MD (Los Angeles, CA)** Division Chief and Director of Fellowship Training, Center for Endocrinology, Diabetes, and Metabolism, Children's Hospital Los Angeles, Professor of Pediatrics, Department of Endocrinology, University of Southern California.

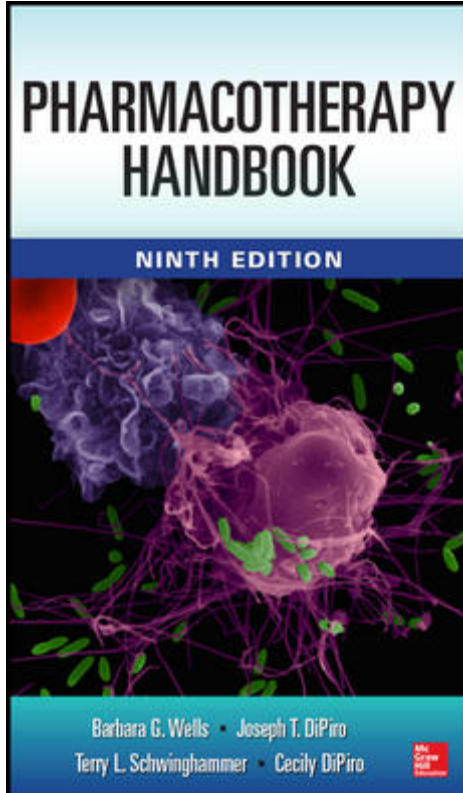
**David B. Allen, MD (Madison, WI)** Professor of Pediatrics, University of Wisconsin School of Medicine and Public Health.



Professional

## Pharmacotherapy Handbook, 9/E

Author: Barbara Wells, Joseph DiPiro, Terry Schwinghammer, Cecily DiPiro  
ISBN-13: 9780071821285



Pub Date: AUGUST 2014

Price:

**\$ 90.00 AUD**

**\$ 110.00 NZD**

Edition: 9

Previous ISBN: 9780071748346

Subject: Medical - Pharmacology

Trim Height: 21 cm

Trim Width: 13 cm

Pages: 1072

Format: Softcover

## INTRODUCTION

*Essential drug data in a concise, carry-anywhere reference*

*Pharmacotherapy Handbook, Ninth Edition* provides practitioners and students with the critical information necessary to support drug therapy decision making for more than 140 diseases and disorders. The content focuses on essential information a pharmacist must know in practice and material covered on board exams.

Featuring a convenient alphabetized presentation, this handy guide utilizes tables, texts, figures, and treatment algorithms to make the information readily accessible and easily understood. The book's consistent bulleted text helps readers find the information they need quickly and easily.

- Market: Pharmacy schools (100 in the USA)
- Includes JNC-VI guidelines which are the industry standard in drug therapy and pharmaceutical care

- Provides a thorough explanation of what drugs to use and why

## DESCRIPTION

### **The essential pharmacotherapy data you need for clinical practice and board preparation – in one carry-anywhere guide**

*Pharmacotherapy Handbook* provides the critical information you need to make drug therapy decisions for more than 140 diseases and disorders commonly encountered in a clinical setting. Featuring a convenient alphabetized presentation, this handy guide utilizes text, tables, figures, and treatment algorithms to make important drug data readily accessible and easily understood.

Features:

- Consistent chapter organization includes:
  - Disease state definition
  - Concise review of relevant pathophysiology
  - Clinical presentation
  - Diagnosis
  - Goals of treatment
  - Treatment
  - Monitoring
- Six appendices, including "Allergic and Pseudoallergic Drug Reactions" and "Geriatrics"
- The ideal companion to *Pharmacotherapy: A Pathophysiologic Approach*, Ninth Edition by Joseph DiPiro, et al

## ABOUT THE AUTHOR

**Barbara Wells (Oxford, MS)** is dean and professor at the University of Mississippi School of Pharmacy and executive director of the Research Institute of Pharmaceutical Sciences.

**Terry Schwinghammer (Oxford, MS)** joined the faculty of the University of Mississippi in August 2005 as Professor and Chair of the Department of Clinical Pharmacy. In addition to authoring over 60 research papers and journal articles, he is editor of *The Pharmacotherapy Casebook*.

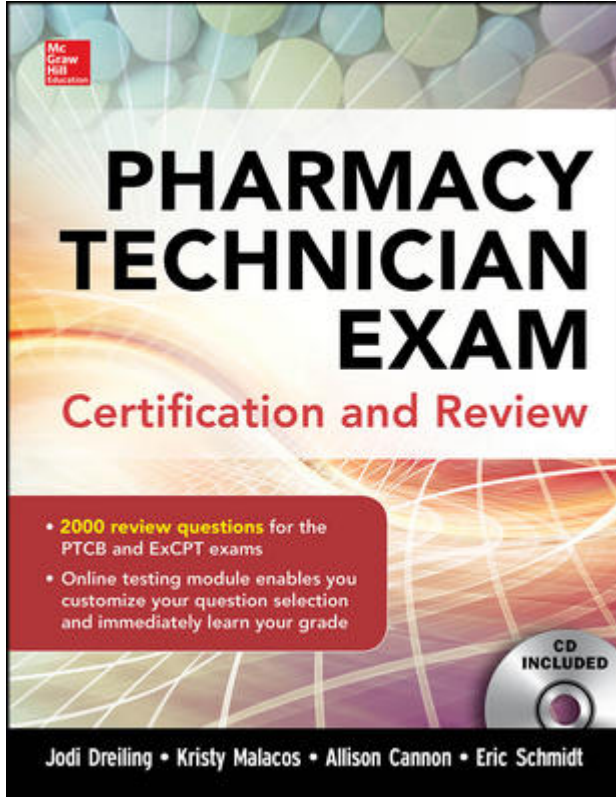
**Joe DiPiro (Charleston, SC)** is Professor and Executive Dean of the South Carolina College of Pharmacy, an integrated program of the Colleges of Pharmacy of the University of South Carolina and the Medical University of South Carolina.



Professional

## Pharmacy Technician Exam Certification and Review

Author: Jodi Dreiling, Kristy Malacos, Allison Cannon, Eric Schmidt  
ISBN-13: 9780071826891



Pub Date: AUGUST 2014

Price:

**\$ 79.00 AUD**

**\$ 86.00 NZD**

Edition: 1

Previous ISBN:

Subject: Medical - Pharmacy

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 464

Format: Softcover

### INTRODUCTION

***A rigorous, case-based review for pharmacy technician certification and course work***

This complete review package for the Pharmacy Technician Exam Certification and Review course work provides everything students want and need to thoroughly prepare for the exam: cases that present real-world situations along with a host of valuable learning aids such as chapter summaries, key terms at the beginning of each chapter, a full glossary, margin notes, calculation boxes, and five practice exams.

The companion CD includes digital flash cards, more than 2000 questions, and valuable career advice. Written by an author team that includes a pharm tech director of a career school and pharmacy directors who actively hire technicians, the content of this unique review reflects the new 2013 exam guidelines.

- Market: Pharmacy tech students (15,000)

- CD has capability for timed practice tests
- Beautiful full-color illustrations

## DESCRIPTION

CD includes more than 2,000 test questions!

### **A complete case-based review for the Pharmacy Technician Certification Examination (PTCE)**

*Pharmacy Technician Exam Review* is a rigorous, all-in-one review for the Pharmacy Technician Certification Examination (PTCE). To be as relevant as possible, the content of this unique test preparation tool corresponds to the nine knowledge domains of the new PTCE exam blueprint, and the amount of coverage for each domain matches its importance on the exam.

Each chapter covers one of the nine knowledge domains on the test, with the knowledge areas listed at the beginning of each chapter. The nine chapters consist of:

- Pharmacology for Technicians
- Pharmacy Law and Regulations
- Sterile and Non-Sterile Compounding
- Medication Safety
- Pharmacy Quality Assurance
- Medication Order Entry and Fill Process
- Pharmacy Inventory Management
- Pharmacy Billing and Reimbursement
- Pharmacy Information Systems Usage and Application

There is also a bonus chapter that reviews basic math to help you brush up on this essential topic.

Every chapter includes valuable learning aids such as:

- A patient case to give the content real-world application
- Key Terms to familiarize you with important words and terms
- Tech Tips that highlight helpful facts
- Quick Quizzes to test your knowledge throughout the chapter
- A 50-question chapter-ending quiz

You will also find a companion CD that includes more than 2,000 questions. The CD gives you the ability to create tests that mimic the PTCE. Each test includes 90 questions that span all 9 knowledge domains. The questions are randomly selected for each test, so you will have an unlimited number of tests available to you.

## ABOUT THE AUTHOR

**Jodi Drieling, PharmD (Akron, OH)** is Pharmacotherapy Specialist, Medical Intensive Care, Akron General Hospital.

Kristy Malacos, MS, CPht (Cleveland, OH) is affiliated with Sanford-Brown Pharmacy Tech program.

**Allison Cannon, PharmD (Cleveland, OH)** is Pharmacy Manager at Cleveland Clinic.

**Eric Schmidt, PharmD (Cleveland, OH)** is a director at Pharmacy Medical Service.





Professional

## Pharmacy Technician Math: A Certification Review.

Author: Lynn M. Egler, Kathryn Booth

ISBN-13: 9780071829687



Pub Date: SEPTEMBER 2014

Price:

\$ 76.00 AUD

\$ 84.00 NZD

Edition: 1

Previous ISBN:

Subject: Medical - Pharmacy

Trim Height: 28 cm

Trim Width: 22 cm

Pages: 384

Format: Softcover

### INTRODUCTION

**The fast, easy way for pharmacy technician students to master the math necessary for certification**

This engaging text is designed to help students excel on the math portion of the Pharmacy Technician Certification Board exam. The book begins with a review of basic math concepts and progresses to more complex topics. Cases are included to give the math real-world application. Math certification board-type questions appear in every chapter and there is a comprehensive pre-test and a concluding final evaluation test. Correct answers are provided for each question, along with comprehensive answer explanations. Other learning aids include Key Terms, numerous tables, memory tips, and more.

### DESCRIPTION

**The review you need to excel on the Pharmacy Technician Certification**

## Board Examination!

*Mastering Pharmacy Technician Math: A Certification Review* is a super-effective way for students preparing for the Pharmacy Technician Certification Board Examination to improve their ability to perform basic math and pharmacy-specific calculations. The book includes powerful learning aids such as practice exercises in each chapter, end-of-chapter Q&A, a 50-question pretest that reviews key concepts, and three 100-question practice tests to prepare you for the board exam. All questions are correlated to the learning outcomes found in the book so you know exactly what to review should you answer a question incorrectly.

*Mastering Pharmacy Technician Math: A Certification Review* is logically divided into ten chapters: Chapter 1: Mathematical Concepts -- reviews the basic mathematical building blocks needed to master advanced pharmacy calculations, including fractions, decimals, percents, ratios, proportions, conversions, and cross-multiplication.

Chapter 2: Numbering Systems -- reviews the different systems of measurement and how to convert within and between them, including working with temperatures and time.

Chapter 3: Understanding Drugs and Drug Orders -- identifies drug strengths, doses, drug forms, and routes of administration and explains how to identify and interpret information on drug labels, package inserts, prescriptions, and medication orders.

Chapter 4: Methods of Dosage Calculations -- presents methods to perform dosage calculations correctly, including fraction proportion, ratio proportion, dimensional analysis, and formulas.

Chapter 5: Oral Dosages -- describes the processes for calculating dosages, amount to dispense, and estimated days' supply for oral medications.

Chapter 6: Parenteral Dosages (Excluding Intravenous) -- describes parenteral medications, including those given by injection; inhalants; transdermal, ophthalmic, and otic drugs; and drugs placed in the rectum or vagina.

Chapter 7: Intravenous Calculations -- describes how to calculate IV concentrations and how to prepare medications for continuous and intermittent IV infusion.

Chapter 8: Special Preparations Calculations -- describes the processes to calculate concentrations, ratio strengths, final volume/final strength, and dilutions, as well as how to write recipes to prepare compound drug orders and perform alligation calculations.

Chapter 9: Medication Safety and Calculations -- discusses pharmacokinetics, high-alert medications, look-alike/sound-alike medications, how to calculate drug half-life values, pediatric and geriatric calculations, DEA controlled substance requirements related to prescriber DEA numbers, and how to perform the calculation needed to verify DEA number validity.

Chapter 10: Business, Inventory, and Reimbursement Calculations -- discusses reimbursements and patient payments, and describes how to calculate overhead costs, profits and losses, markups, turnover rates, and correct costs and change.

### ABOUT THE AUTHOR

**Lynn M. Egler, RMA, AHI, CPHT (Madison Heights, MI)** served in the United States Navy as a hospital corpsman and emergency medical technician during Operations Desert Shield and Desert Storm. Mrs. Egler is currently affiliated with Dorsey Schools in Madison Heights, Michigan, as an Allied Health instructor.

**Kathryn A. Booth, RN, BSN, MS, RMA, RPT** is an author, consultant, vice president, and owner of Total Care Programming, a multimedia software development company. care materials that will assist health care educators and promote the health care profession.

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The #1 guide to behavioral issues in medicine. Thorough, practical discussion of the full scope of the physician-patient relationship. The goal of Behavioral Medicine is to help practitioners and students understand the interplay between psychological, physical, social and cultural issues of patients. As the leading text on the subject, this trusted classic delivers the most definitive, practical overview of the behavioral, clinical, and social contexts of the physician-patient relationship. The book is case based to reinforce learning through real-world examples, focusing on issues that commonly arise in everyday medical practice and training. <sup>9</sup> Medicine & Health Sciences. Behavioral Medicine A Guide for Clinical Practice 4/E and millions of other books are available for Amazon Kindle. Learn more. Enter your mobile number or email address below and we'll send you a link to download the free Kindle App. Mitchell D. Feldman, MD (San Francisco, CA) is Professor of Medicine and Director of Faculty Mentoring, University of California-San Francisco School of Medicine, one of the outstanding general medicine programs in the country as well as one of the nation's leading behavioral medicine groups. John F. Christensen, PhD (Portland, OR) Associate Editor Jason M. Satterfield, PhD (San Francisco, CA) is Director of Behavioral Medicine and Professor of Clinical Medicine at University of California-San Francisco. The #1 guide to behavioral issues in medicine Thorough, practical discussion of the full scope of the physician-patient relationship The goal of Behavioral Medicine is to help practitioners and students understand the interplay between psychological, physical, social and cultural issues of patients. Within its pages you will find real-world coverage of behavioral and interactional issues that occur between provider and patient in everyday clinical practice. Within its pages you will find real-world coverage of behavioral and interactional issues that occur between provider and patient in everyday clinical practice.