1° behaviour targeted = review and change existing high-risk prescribing
2° 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)