



## O4

### Possible barriers to implementing clinical practice guidelines in Brazilian private health system

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**Background:** Private healthcare plans are responsible for the health assistance of about 50m people in Brazil, and this sector is regulated since 2000 by a federal agency, Agência Nacional de Saúde Suplementar - ANS. In 2008 ANS established an agreement with Brazilian Medical Association (AMB) for the development of clinical practice guidelines. As these guidelines are developed, the issue of how effectively implementing them arises.

**Purpose:** This study intends to identify barriers to the implementation of clinical guidelines in different health systems trying to evaluate which of these would most likely occur in Brazilian private health sector.

**Methods:** A review of articles on international experiences was done to gather information on the implementation of clinical guidelines in different health systems.

**Results:** Various barriers to the implementation could be identified. Taking in account the characteristics of Brazilian private health system, we concluded that the barriers that will likely be the most difficult to overcome are the absence of appropriate health information systems, low practitioner wages combined with conflicts of interests, the widely used payment model of fee-for-service, and the influence of the media on creating demands for ineffective technologies.

**Discussion:** The early identification of problems to come in the implementation of clinical practice guidelines is of the uttermost importance, as all the problems identified need long term actions to be overcome.