

**How do DTCs affect the behavior of medical specialists: closing
the gap between academic research and practice**

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Preface

Let me start by saying: this is my book, this is my PhD research and I am really glad I finished it. I learned a lot, learned a lot about myself, about other people and about the impact change has on people. Organizations, change and people are so interesting to study.

What triggered me to look at behavioral change in hospitals is that this involves people and that health care is in constant transition. The challenge to interview urologists and try to convince them to participate.

Special thanks go to my promotor Professor Bernard Verstegen, for all his patience, support and wisdom. We had some interesting discussions during the years. Bernard told me at the beginning of my PhD that I should read some books about methodology and find out what my view on the world was. At that moment, and for a few years after that, I thought: How can someone find this interesting? But, if I take a look at my dissertation I can see that methodology and my view of the world had a great impact during my research. I would also like to thank Professor Arco van de Ven, for sharing his knowledge, support and reading many versions of papers and my dissertation. Thanks to Professor Ed Vosselman, Professor Thijs Homan and Professor John Groenewegen, for all their patience and knowledge.

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