



Debi is a primary care pharmacist and Professor of Behavioural Medicine at the School of Pharmacy, University of East Anglia. Her research focusses on developing approaches to change patient and practitioner behaviour. She has applied this science to developing a range of interventions including an organisational approach to support prescribers to taper prescribed opioids [Opioid toolkit](#), increasing proactive deprescribing of medicines when the likelihood of harm outweighs benefit [CHARMER](#) and identifying tailored strategies to support medication adherence [IMAB-Q](#).



Sion is an academic pharmacist and qualitative behavioural scientist at the School of Allied Health Professions, University of Leicester. His research primarily focusses on healthcare practitioner and patient behaviour change to facilitate routine proactive deprescribing of medicines with more risks than benefits. He is a founding member of the Northern European Researchers in Deprescribing (NERD) network. Sion led the development of the first practitioner behaviour change intervention for deprescribing in the hospital setting [CHARMER](#). The intervention has since received funding to be tested in the largest definitive hospital deprescribing trial in the world.