

Cook, Rob



Rob is Clinical Director with the Economist Intelligence Unit (EIU) healthcare practice. He is responsible for the independent scientific outputs of the healthcare policy and clinical evidence consulting division. After studying Public Health at Auckland University in 2001, Rob became the Medical Director and Senior Project Manager for the New Zealand Guidelines Group. Since moving to London, his focus is how best to apply research evidence and knowledge to improve practice and policy. Currently he is deputy director of the UK National Institute of Health Research (NIHR) dissemination centre and a member of the Guidelines International Network.

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(last updated 28.09.2018)