

Sophie Hibburd

From: Katriona.herborn -
Sent: Thursday, 12 September 2013 6:27 PM
To: Sophie Hibburd
Subject: starter packd

While being aware starter packs may sway prescribing to a particular brand how wonderful it is to rustle through the cupboard and be able to offer patients a few free doses to check the medication is tolerated, before they buy! it also is a way of ensuring the patient is more likely to commence the suggested medication. and of course the after hours, pharmacy closed, problem is resolved with a starter from the cupboard. It is easy to be "too politically correct" but after 30 years of practice I still think my cupboard of mixed choice samples has value Dr Katriona Herborn