

Sophie Hibburd

From:
Sent: Thursday, 12 September 2013 1:38 PM
To: Sophie Hibburd

The secretary

Medicines Australia ,

I humbly submit that a draft guideline from the RACP, suggesting that medication starter packs are primarily a marketing exercise, is a distorted and potentially harmful view of the usefulness of these resources.

Unlike my noble physician colleagues, General practitioners will certainly be dealing with undifferentiated medical problems, at inconvenient hours and at a distance from a pharmacy.

Medication started packs are useful and I may say vital in management of serious medical conditions under the abovementioned circumstances.

For example, medication samples including antiviral, antihistamine, Acid control, Bronchodilator and others may provide the resource which allows early commencement of urgent treatment in the surgery rather than delay management require the patient or carer to travel 1/2-3/4 hour to attempt to find a pharmacy.

I humbly submit that the inference that I and my medical Colleagues are so impaired that we are vulnerable to the "irresistible" influence of a medication sample, a branded pen, a note pad or a sponsored meal takes condescension to a new low.

In my humble opinion I submit that it seems unethical to treat professional medical colleagues with such patronizing levels of suspicion that drug sampling may be withdrawn or controlled to the direct disadvantage or potential harm to patients.

It is entirely unreasonable, inequitable, unethical and just plain vicious to even suggest that if medical professionals attend a sponsored dinner or meeting that their names and other details be published. This level of invasive supervision is not sanctioned for others, including convicted criminals , let alone any other professional group.

Yours

Dr Michael Simpson
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