

DEPARTMENT OF HEALTH,
P.O. BOX 5013,
WELLINGTON.

22 May 1959

CLINICAL SERVICES LETTER NO. 10

TO ALL MEDICAL PRACTITIONERS:

Dear Sir/Madam,

ADVICE ON PRESCRIBING PROBLEMS

Dr Stuart MacKay will take up his appointment as an additional Assistant Director, Division of Clinical Services, early in June.

Dr MacKay has had 17 years' experience in a busy general practice at Takapuna, and for the past 14 years has been practising as a general physician in Auckland. His duties will be to visit private practitioners in all parts of the Dominion, in order to discuss prescribing problems, and offer information and advice, particularly about new products.

In recent years the most readily available up-to-date information about new drugs, for doctors in practice, has been supplied by drug firms promoting their products. There are at present about a thousand proprietary products in the Drug Tariff, and more than 80 manufacturers active in selling them. This new appointment of a "visiting practitioner" is intended to assist doctors to keep themselves informed of the relative merits, as well as the costs, of these preparations.

Dr MacKay will have access to the latest information on advances in therapy, and will be closely associated with the Pharmacology and Therapeutics Committee. He will thus be in a good position to advise on these matters, and will, on request, be prepared to discuss prescribing problems in relation to particular patients.

No Disciplinary Function

It will be no part of the function of the new Assistant Director to undertake inquiries into the case of a doctor whose prescribing is under scrutiny on account of its cost, nor will he be involved in any disciplinary measures which may be indicated. He will, however, be available to offer assistance and advice in such circumstances if called upon either by the doctor concerned or by the Department.

I.P.T.O.

The Department has been fortunate in obtaining the services of a practitioner of Dr MacKay's seniority and standing. It is hoped that this appointment will help foster good relations between the Department and doctors in practice.

Dr MacKay's office address will be:

Department of Health,
Private Bag,
Auckland.

(Please note: Auckland)

Yours faithfully,

A. W. S. Thompson.

(A. W. S. THOMPSON)
Director,
Division of Clinical Services.