KEEP ACID WHERE IT WORKS NOT WHERE IT HURTS

Sadly, you’re powerless over the scars which acid rain has left on the forests of Europe.

But if you know the true nature of the problem there’s a lot you can do for the victims of acid reflux.

It’s a little known fact that nearly 80% of reflux patients don’t suffer from excess acid, they suffer from acid in the wrong place.

So doesn’t it make sense to use a reflux treatment which keeps acid where it works and not where it hurts?

Gaviscon works by forming a soothing alginate barrie

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Prescribing Information. Liquid Gaviscon. Active Ingredients: Sodium alginate BP 500mg, sodium bicarbonate Ph.Eur. 267mg and calcium carbonate Ph.Eur. 161mg per 10ml dose. Indications: Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. Contra-Indications: None known. Dosage and Administration: Adults and children over 12: 10-20ml liquid, after meals and at bedtime. Children 6-12: 5-10ml liquid after meals and at bedtime. Note: 10ml liquid contains 6.2mmol sodium. Basic NHS Cost: 500ml liquid £2.70. PL: 44/0058 Liquid Gaviscon, 44/0140 Liquid Gaviscon Peppermint Flavour. Legal Category: GSL. PO: Gaviscon Tablets. Active Ingredients: Alginate BP 500mg, sodium bicarbonate Ph.Eur. 175mg, dried aluminium hydroxide gel BP 100mg magnesium trisilicate Ph.Eur. 25mg per tablet. In a sugar free flavoured base containing calcium carbonate (40mg) and ascorbic acid. Indications: Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. Contra-Indications: None known.
which prevents acid from rising into the oesophagus, ranging rapid relief to 4 out of 5 reflux patients.5,5

So to keep acid in its natural environment, make Gaviscon your first choice in reflux.

Keeps acid in its natural environment

References
2. Calvert G. et al. (1994) Gastrointest. Rev. 22, 316-322
EMPLOYMENT LAW AND MANAGING STAFF
Course Director: Sally Irvine    Course Leader: Hilary Haman
3/4 May & 26/27 September 1995
The importance of managing staff effectively and the increase in new legislation and case law, arising from UK statutes and European Directives, demands that practices have a firm foundation in employment law and are kept up to date on the latest legal developments. This two day course in personnel management focuses on motivating staff and employment law issues, including the contract of employment and disciplinary issues. It is designed for members of the practice team whose responsibilities include staff management and is run by Hilary Haman and Sally Irvine, who are experienced management consultants in general practice and authors of the highly popular book “Making Sense of Personnel Management”.  
The delegate fee (inclusive of VAT) is £250.00 and includes lunch and refreshments on both days and dinner on the first evening. PGEA approved for 2 days under Service Management.

PERFORMANCE APPRAISAL COURSE
Course Director: Sally Irvine    Course Leader: Hilary Haman
23/24 May 1995
This is a two day course open to general practitioners and practice and health centre managers. It aims to provide an appreciation of performance appraisal, the opportunity to practice interviewing skills, including role play and the use of video, and to develop a plan to allow participants to introduce a staff appraisal scheme into their practice. This course is aimed at both newcomers to appraisal and those who have experience of appraisal but wish to revisit the subject. It is a highly intensive course and therefore limited to 12 participants only.  
The delegate fee (inclusive of VAT) is £325.00 including lunch and refreshments on both days and dinner on the first evening. PGEA approved for two days under service management.

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THE THIRD NATIONAL PRACTICE MANAGERS’
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19-21 JULY 1995

In 1995 the Third National Practice Managers’ Conference and Exhibition, jointly
organised by the Institute of Health Services Management and Radcliffe Medical Press
Ltd, will be returning to the International Convention Centre in Birmingham to build on
the last two years’ success.

The conference will commence at midday on Wednesday 19 July 1995. Contributors will
include Gerry Malone MP, Mininster for Health, Donald Light, Carnegie Institute,
Carole Green, Fundholding Development Manager, Sefton Health, Claire Perry, Chief
Executive, Bromley Health.
The programme includes workshops on Thursday 20 July featuring topics such as Career
Planning, Practice Business Planning, Marketing in General Practice, the Role of the
Manager in Clinical Audit as well as others. The popular Practice Managers’ Forum,
where practice managers make their own presentations, will take place on the morning of
Friday 21 July.

UNTIL 30 APRIL 1995
Fees: £160 + VAT IHSM Members, £185 + VAT Non-members

FROM 1 MAY 1995
Fees: £170 + VAT IHSM Members, £210 + VAT Non-members

Full programme details and a booking form will be available in February 1995. If you
wish to register your interest please contact Theresa McGreevy, IHSM, 39 Charlton Street,
London NW1 1JD. Tel: 0171-388 2626 Fax: 0171-388 2386.

A wide range of sponsorship opportunities is available for commercial sector involvment
and there will be a commercial exhibition running in conjunction with the conference.
Details are available from Sandra Barradas, IHMS, 39 Chalton Street, London NW1 1JD.
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The delegate fee (inclusive of VAT) is £60.00 and includes lunch and refreshments.
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DEMYSTIFYING NEEDS ASSESSMENT
2 May 1995
This study day, organised by the RCGP Commissioning of Care Task Group, aims to provide opportunities for examining the methodology of needs assessment in commissioning care.
The day will include both plenary presentations and workshop and is aimed at GPs and Primary health care team members involved in commissioning.
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PGEA applied for.

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Joint RCGP/IHE/VS0 Study Day for General Practitioners
10 May 1995
A study day on working in developing countries is being jointly organised by the RCGP, International Health Exchange and VSO. The aims are to raise the awareness of GPs of the health care needs of developing countries; to discuss how these needs can be met and to explore the practical issues involved.
The delegate fee (inclusive of VAT) is £55.00, which includes lunch and refreshments.
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STUDY DAY ON MUSCULO SKELETAL CONDITIONS IN PRIMARY CARE
Joint RCGP/ARC Study Day
17 May 1995
As part of its new series of Clinical Study Days, the RCGP is organising a study day on Musculo Skeletal Conditions in Primary Care, in association with the Arthritis and Rheumatism Council. Topics will include: new guidelines on back pain; bone density measurement; rheumatoid arthritis.
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For further details please contact: RCGP Courses, 14 Princes Gate, Hyde Park, London SW7 1PU.
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BACK PAIN
Report of a CSAG Committee on Back Pain
Clinical Standards Advisory Group

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Information is vital to the NHS

The NHS is an increasingly complex and diverse organisation. The separation of the purchaser and provider functions with the establishment of the 419 NHS trusts and over 2000 GP fund-holding practices has created a whole new set of relationships and information needs.

If we are all to maximise the benefits of these developments we need to take advantage of modern information technology to gather information from many and often remote sources; to assemble and present information where and when we want it; and to make it accessible to all those who need it.

That's where we come in. IMG is charged with providing an NHS wide strategy for delivering effective healthcare, through better use of IT resources. We understand the management and implementation issues of IM&T, can suggest ways of presenting the concept of IM&T to management and then help draw up a nationwide strategy of clearly focused delivery.

And, because we've worked on every type of project across the NHS, our unrivalled experience means you can enjoy the best systems and help drive efficiency through the NHS. In other words, make plans and take action to implement the IM&T strategy and its infrastructure.

After all, information is more than a resource, it's a shared strategy.

For general information please order The IM&T Infrastructure in context: executive summary (C3038) and The Impact on the NHS (B2132). Comprehensive documentation relating to the IM&T strategy is also available from:

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