

# 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,<sup>1,2</sup> 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 barrier

**Prescribing Information. Liquid Gaviscon. Active Ingredients:** Sodium alginate BP 500mg, sodium bicarbonate Ph.Eur. 267mg and calcium carbonate Ph.Eur. 160mg 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. **Legal Category:** GSL. (PO). **Gaviscon Tablets. Active Ingredients:** Alginate BP 500mg, sodium bicarbonate Ph.Eur. 170mg, dried aluminium hydroxide gel BP 100mg, magnesium trisilicate Ph.Eur. 25mg per tablet. In a sugar free flavoured base containing calcium carbonate (40mg) and saccharin. **Indications:** Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. **Contra-Indication:**



which prevents acid from rising into the oesophagus,  
 bringing rapid relief to 4 out of 5 reflux patients.<sup>3,4,5</sup>

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

# **GAVISCON**

liquid: sodium alginate BP, sodium bicarbonate Ph.Eur., calcium carbonate Ph.Eur.  
 tablets: alginic acid BP, sodium bicarbonate Ph.Eur., aluminium hydroxide BP,  
 magnesium trisilicate Ph. Eur.

## **Keeps acid in its natural environment**

is not known. **Dosage and Administration:** Adults and children over 12: 1 or 2 tablets after meals  
 and at bedtime. Children 6-12: 1 tablet after meals and at bedtime. **Note:** 1 tablet contains 2.1mmol  
 sodium. Tablets should be thoroughly chewed. **Basic NHS Cost:** 60 tablets £2.25. **PL:** 44/0021  
 Gaviscon Tablets, 44/0141 Gaviscon Tablets Lemon Flavour. **Legal Category:** GSL. (PO). **Holder**  
**product licences:** Reckitt & Colman Products Limited, Dansom Lane, Hull, HU8 7DS.  
 Gaviscon and the sword and circle symbol are registered trademarks. **Date of preparation:** 20/9/94.

**References** 1. Ball C.S. *et al.* (1988) *GUT*, Vol. 29  
 (part 10) A 1449. 2. Cadiot G. *et al.* (1994) *Gastrointest.*  
*Res.* 22: 209-222. 3. Chevrel B. (1980) *J. Int. Med. Res.*  
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 Suppl. 66: 52. 5. Williams D.L. *et al.* (1979) *J. Int. Med.*  
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**PRESENTATION:** Tablets containing 2.5mg, 5mg, 10mg or 20mg lisinopril ('Zestril').

**DOSAGE AND ADMINISTRATION:** *Hypertension* Adults (including elderly): initially 2.5mg daily, a 2.5mg dose seldom achieves a therapeutic response; adjust dose according to response. Maintenance usually 10-20mg once daily. Maximum is 40mg daily. Diuretic-treated patients – if possible stop diuretic 2-3 days before starting 'Zestril'. Resume diuretic later if desired.

*Congestive heart failure* Adults: initially 2.5mg daily under close medical supervision (hospital initiation for severe or unstable heart failure and other patients at higher risk), increasing to 5-20mg once daily according to response. Monitor blood pressure and renal function.

Renal impairment – May require lower maintenance dosage.

Children – Not recommended.

**CONTRAINDICATIONS:** Pregnancy. Hypersensitivity to 'Zestril'. Patients with history of angioneurotic oedema to previous ACE inhibitor therapy. Patients with aortic stenosis, or pulmonale or outflow tract obstruction.

**PRECAUTIONS:** Assessment of renal function is recommended. Symptomatic hypotension may occur, particularly in volume depleted patients and congestive heart failure. Caution in

patients with ischaemic heart or cerebrovascular disease; renal insufficiency; renovascular hypertension. Patients with a history of angioedema may be at increased risk of angioedema with an ACE inhibitor. Cough has been reported with ACE inhibitors. Renal impairment (usually reversible) may occur in some patients. Hypotension may occur during surgery or anaesthesia. Caution in nursing mothers. No paediatric experience. Afro-Caribbean patients may show reduced therapeutic response. Symptomatic hypotension can be minimised by discontinuing diuretic prior to 'Zestril'. Interaction with indomethacin and lithium. Potassium supplements, potassium-sparing diuretics and potassium-containing salt substitutes not recommended. Avoid concomitant use with high-flux dialysis membranes.

**SIDE EFFECTS:** Hypotension, dizziness, headache, diarrhoea, cough, nausea, fatigue. Less frequently, rash, asthenia. Rarely, angioneurotic oedema and other hypersensitivity reactions, myocardial infarction or cerebrovascular accident possibly secondary to excessive hypotension in high risk patients, palpitation, tachycardia, abdominal pain, dry mouth, hepatitis, jaundice, mood alterations, mental confusion, urticaria, diaphoresis, uraemia, oliguria/anuria, renal dysfunction, acute renal failure, impotence, pancreatitis, haemolytic anaemia. A symptom complex which may include fever, vasculitis, myalgia, arthralgia/arthritis, positive ANA, elevated ESR, eosinophilia, leukocytosis; rash, photosensitivity or other

dermatological manifestations may occur. Increases (usually reversible) in blood urea, serum creatinine, liver enzymes and serum bilirubin. Decreases in haemoglobin and haematocrit have occurred. Hyperkalaemia and neutropenia.

**LEGAL CATEGORY:** POM.

**PRODUCT LICENCE NUMBERS AND BASIC NHS COSTS:** 'Zestril' 2.5mg (12619/0084) 7 tablets, £1.91; 28 tablets, £7.64; 5mg (12619/0085) 28 tablets, £9.58; 10mg (12619/0086) 28 tablets, £11.83; 20mg (12619/0087) 28 tablets, £13.38.

'Zestril' is a trademark.

Further information is available from: ZENECA Pharma, King's Court, Water Lane, Wilmslow, Cheshire SK9 5AZ.

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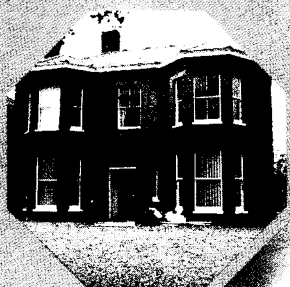
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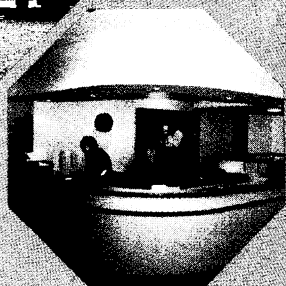
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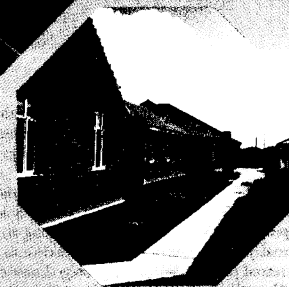
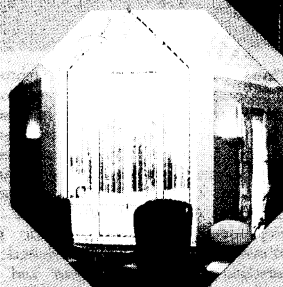
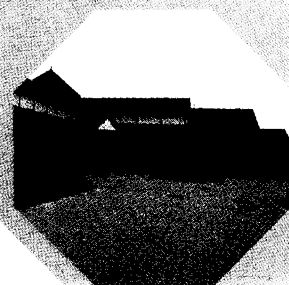
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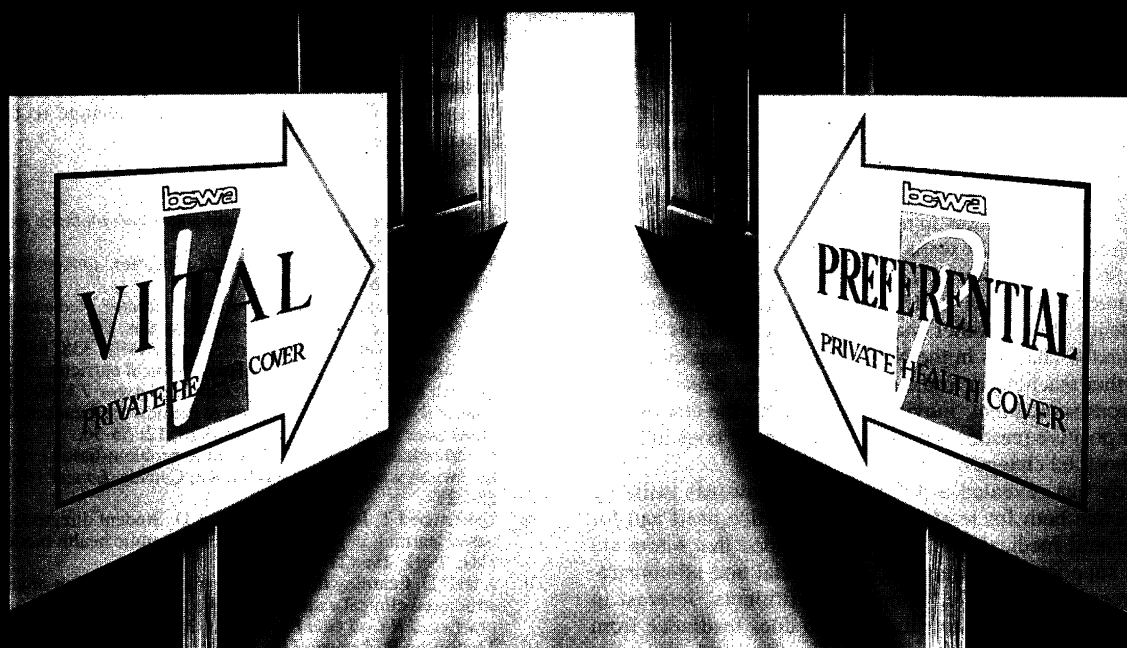


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(Note: The University reserves the right not to fill the lectureship or to fill the post by invitation).

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### **Application Procedure**

Send full resume in duplicate and names and addresses of 3 referees, with copies of academic credentials (in duplicate) and recent publications, to the Personnel Office, The Chinese University of Hong Kong, Shatin, NT, Hong Kong (Fax: (852) 603 6852) before December 3, 1994. Please quote the reference no 89 (165)/2/94 and mark "Recruitment" on cover. Further information may be obtained from the Chairman, Department of Community and Family Medicine, Lek Yuen Health Centre, 4/F, Shatin, NT, Hong Kong (Tel: (852) 692 8344; Fax: (852) 606 3500).

## CAMBRIDGE

# Cambridge Quarterly of Healthcare Ethics

Now in its third year, the **Cambridge Quarterly of Healthcare Ethics** is specifically designed to meet the needs of professionals in the field, especially professionals serving on healthcare ethics committees – GPs, nurses, social workers, the clergy, lawyers, and administrators – active professionals from divergent disciplines, grappling with serious and urgent issues.

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*Course Tutors: Dr Janet Peacock, Dr Lea MacDonald & Dr Steve Bruster*

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*The following clinics are available for referral of patients by general practitioners. They are based on the training schools at present accredited by the General Council and Register of Osteopaths. Treatment is carried out by those in training for membership of the Register of Osteopaths (MRO) and is closely supervised by experienced osteopaths with that qualification. Training courses are four years in duration for non-medical osteopaths including between 1,100 and 1,600 hours of supervised patient treatment; medical practitioners at the London College of Osteopathic Medicine train for thirteen months involving 900 hours of patient treatment supervised by medically qualified osteopaths.*

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### **THE EUROPEAN SCHOOL OF OSTEOPATHY CLINIC**

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### **THE OSTEOPATHY ASSOCIATION CLINIC**

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*At these clinics patients' payments are below those generally charged in the independent sector and may be further reduced for claimants or others with low income; enquiries concerning the level of charges and the availability of reductions should be made when booking appointments.*

# National Spring Meeting

## 28-30 April 1995

### Hosts - North West England Faculty



#### **Academic Programme**

##### *Genetics in Context*

Genetics for the generalist - its basis and language

The human genome - where we are and how we got there

Gene manipulation - the therapeutics of the future?

##### *Feelings at the Fringe*

Workshops on topical issues - morale, stress, reconciling the conflict of family and professional lives

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A parent's dilemma - on stage drama by a group of actors

Counselling patients

Screening for breast cancer

A primary care based structure for a clinical genetic service

##### *Progress from Practice*

Exciting developments in GP education and research

##### *The Appliance of Science - Fact or Fiction*

A programme of health economics issues and their application in primary care

##### *Technology in Practice*

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##### *Ethical Issues in Clinical Genetics*

A question time style debate

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Dr David Pendelton

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The RCGP is pleased to offer a research training fellowship which has been enabled by a generous donation from the Medical Insurance Agency Charity. The aim of this research training fellowship is to provide an opportunity for a general practitioner to receive training in research methods whilst undertaking research work in general practice. The fellowship will enable a general practitioner to develop his/her research skills and interests by securing protected time and by working within the environment of an academic unit.

Funding is available for four sessions per week for up to two years. Applicants should be members of the College and should be prepared to work for a research thesis from general practice. Applicants should hold MRCP/FRCGP and will be expected to establish a formal link with a local university department, RCGP Research Unit or a department of postgraduate medicine. Financial support up to a maximum of 10% of the value of the Fellowship awarded is available to meet the costs incurred by the supervising department. Applicants should include a summary of their proposed research and confirmation of support from the head of the academic unit concerned.

Further details and an application form can be obtained from Professor Denis Pereira Gray, Chairman of the Research Network, Royal College of General Practitioners, 14 Princes Gate, London SW7 1PU, to whom applications and curriculum vitae should be submitted by 1st December 1994.

- ◆ Are your patients asking more questions?
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## ◆ PatientWise

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- ◆ What does treatment/management involve?
- ◆ What to watch out for during treatment
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- ◆ What is involved for family and friends?
- ◆ Self-help groups

Written in an accessible manner, the sheets give your patients comprehensive information, without being too complex.

Edited by **Peter Wise** who is a Consultant Endocrinologist and **Sara Wilkes** who are both at the Charing Cross Hospital, London and **Roger Pietroni** who is himself a GP, each disorder has been written by leading specialists in the field.

The comprehensive coverage includes:

- ◆ Skin and Hair (Dermatology) ◆ Brain and Nervous System (Neurology/Neurosurgery) ◆ Psychiatry and Addiction
- ◆ Eye (Ophthalmology) ◆ Ear, Nose and Throat Disorders (Otorhinolaryngology) ◆ Bones and Joints (Orthopaedics)
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Supplements and updates will be offered annually on a subscription basis.



*The Manual and Disks (please specify if you would like DOS or Windows™ versions) are priced at £145.00 (including VAT) and will be available in November.*

If you would like further information on PatientWise please contact Rebecca Harfield at the address below, your Bookseller or the RCGP Bookshop.

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## COURSES



### CONFERENCE OF MEDICAL ROYAL COLLEGES AND THEIR FACULTIES IN THE UK AND INSTITUTE OF HEALTH SERVICES MANAGEMENT

JOINT CONFERENCE ON

#### THE INVOLVEMENT OF CLINICIANS IN COMMISSIONING AND PURCHASING CARE

Monday 28th November 1994

The aim of this one-day conference is to develop the theme of clinical involvement in contracting and to discuss the means by which greater clinical input in the contracting process can be achieved. It will explore how hospital consultants who have first hand knowledge of how clinical services operate, and of the effectiveness of different health care interventions can get this information across to purchasers in order that the best possible care can be commissioned.

The conference will be of interest to GP Fundholders, members of GP Purchasing Consortia, Clinical Directors, Medical Directors and other hospital clinicians, Chief Executives of Trusts and Commissioning Agencies, Directors of Purchasing and Contracting and representatives of the voluntary sector.

Introduction and opening remarks by Mr Gerry Malone MP,  
Minister of State for Health

*Sessions will include:*

- \*Commissioning accident and emergency services - what patients want and what should be provided
- \*Commissioning services for the elderly - the interface between community and primary care
- \*Equity, quality and cost - creating a balance
- \*How can we provide purchasers with impartial medical advice?
  - \*The accountability of fundholding general practitioners
  - \*Resolving conflict - mechanisms and measures

Fee: £95

For further information please contact:

Rebecca Dodman, The Institute of Health Services Management,  
39 Chalton Street, London NW1 1JD  
Tel: 071 388 2626

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Cheltenham Postgraduate Medical Centre  
2 College Lawn Cheltenham GL53 7AG  
Tel: 0242 273038

Cost £240.00 PGEA (36 hours) applied for

### European Conference on Reaccreditation and Recertification Homerton College, Cambridge 24 - 25 March 1995

A European Conference on Reaccreditation and Recertification is being organised in Cambridge, UK from 24 - 25 March 1995 by the European Academy of Teachers in General Practice (EURACT) with the assistance of the International Committee of the RCGP and the East Anglian Faculty of the RCGP.

This is a subject which is becoming extremely important in all countries. The conference will provide a forum for consideration of the Academic and Educational issues involved in recertification and reaccreditation. The programme will be in the format of keynote speeches and interactive workshops.

For further details contact: RCGP Courses & Conference Unit,  
14 Princes Gate, London SW7 1PU.  
Tel: 071 823 9703 Fax: 071 225 3047.

## TEES HEALTH

Cleveland Family Health Services Authority

### GENERAL PRACTITIONERS

Applications for up to two full time GP'S working in partnership are being invited for a Medical Practice vacancy situated in the South Bank area of Middlesbrough in Cleveland. The vacancy has arisen due to the death in May 1994, of a single handed GP. The practice is currently run by an FHSA locum.

The practice area is classified as Intermediate, and the local population is recognised as being both disadvantaged and challenging. The practice currently has a patient list of approximately 3,000 patients.

The practice operates from a main, and shared branch surgery premises. The main surgery is available for lease in the short term. The branch surgery is presently undergoing major refurbishment and renegotiation of the lease is possible.

We would wish to encourage applications from practitioners committed to developing new facilities and an extended range of primary and community health services in partnership with both the FHSA and Tees DHA. The FHSA recognises the need to direct additional resources to encourage these developments.

All applicants must be suitably experienced and eligible to be self employed in the UK. (Successful applicants will be required to produce documentation of Vocational Training as outlined in the 1979 Regulations to the Medical Practices Committee before appointment).

Further details and an information pack can be obtained from Karen Fisher, Personnel Manager, Tees Health, Poole Hospital, Nunthorpe, Middlesbrough, Cleveland TS7 0NJ. Tel (0642) 320000.

This is a second advertisement, previous applicants need not resubmit applications.

Completed application forms must be received no later than 17th November 1994.

This is a copy of an advert placed in the BMJ on the 15th October 1994.

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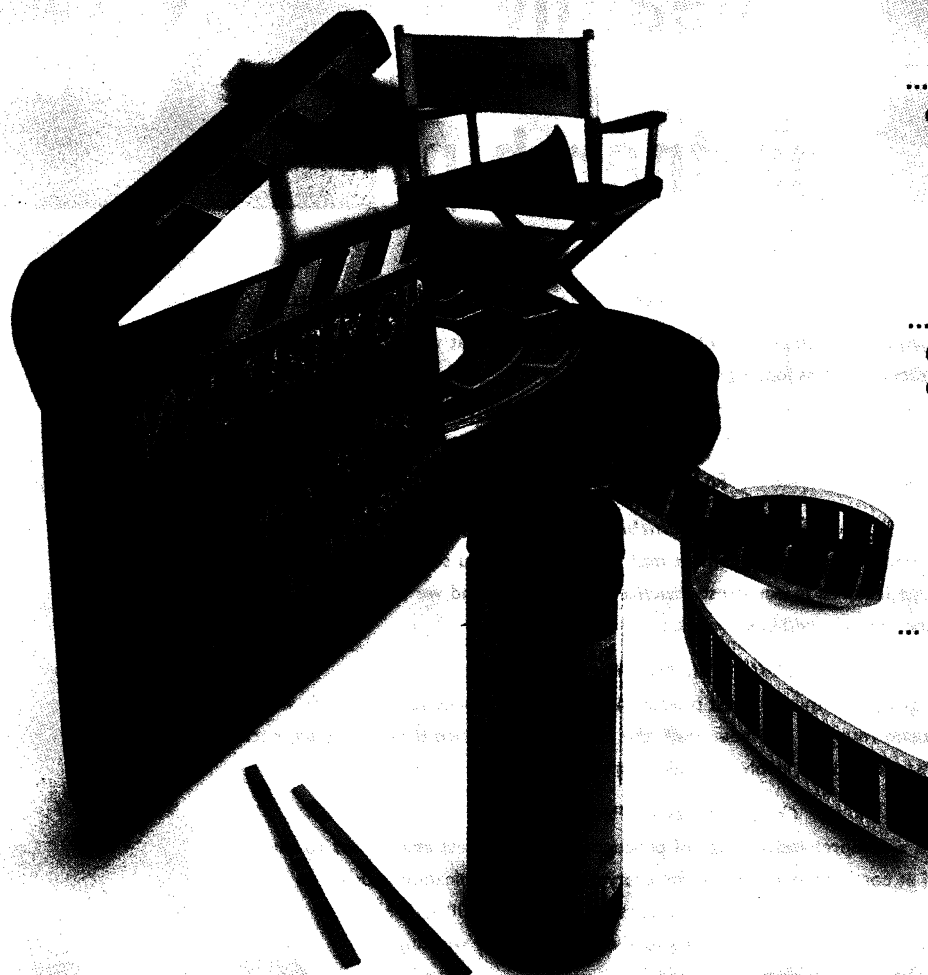
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- MA Therapeutic Bodywork
- MSc Complementary Therapy Studies\*
- BA Therapeutic Massage\*

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Contact Centre for Community Care and Primary Health, University of Westminster, 33 Queen Anne Street, London W1M 9FB. Telephone 071 255 3550.

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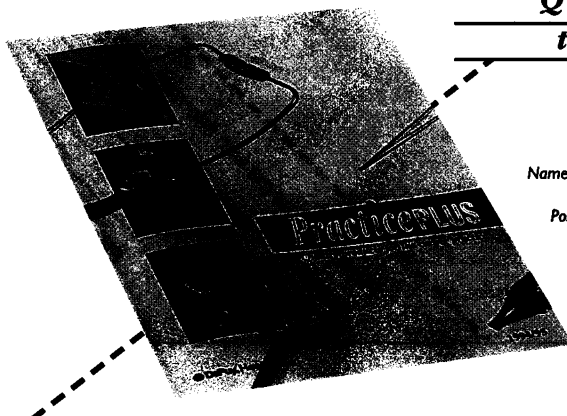
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