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## Honouring the patient

Davidson writes excellently about the risk of too much medicine in Oman and the Middle East suggesting that this may be related to traditional Arab culture that seeks to please or satisfy a guest.<sup>1</sup>

This is known as *Ikram ad-Daif*, an Arabic phrase which can be translated as 'honouring one's guest'; one of the most established practices in Arab and the wider Muslim tradition. Application of this may, indeed, make it difficult for doctors to refuse unrealistic and inappropriate patient requests, fuelling rising patient expectations.

However, it is noteworthy to remember, that honouring someone is also to fulfil one's obligation to them. Core medical principles such as effective communication and shared decision making should be applied alongside sensible and judicious medical investigation and prescribing; this would be, in my opinion, truly honouring one's guest and fulfilling

one's obligation towards them and the healthcare system as a whole.

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## Low vitamin D prevalence at the GP practice

There was recently a recommendation by the Scientific Advisory Committee on nutrition that suggests everyone from the age of 1 year should take vitamin D supplements.<sup>1</sup> The plan is still in consultation, but it highlights the high prevalence of vitamin D deficiency in the population.<sup>2</sup> We have conducted a study of the prevalence of low vitamin D at Garswood general practice surgery, in North-west England. We took the value of 75 nmol/l as the cut-off for low in vitamin D level. A total of 302 patients had their vitamin D level checked, of which an average of 90% across all age groups had low vitamin D.

The findings correlates with a global meta-analysis study, where close to 90% of the samples had levels <75 nmol/l, although variability exists across region, sex and age.<sup>3</sup> We used the 75 nmol/l level as a cut-off as a matter of simplicity for comparison, but we are aware of the ambiguity that still exists about the absolute cut-off level defined as low vitamin D.<sup>4-5</sup> In view of the recent findings and recommendation, we believe we should look into devising a systematic way of screening and supplementing everyone with vitamin D.

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## AJ Cronin

I enjoyed the articles about the distinguished author AJ Cronin in the September issue.<sup>1-2</sup> However, in these days of concerns about how we treat whistle-blowers, an important and telling piece of information was omitted by both authors.

By writing about the 'humbag' of private medicine in the 1930s, Dr Cronin became persona non grata to a significant swathe of the medical establishment. When he died in 1981, 44 years after the publication of *The Citadel*, his obituary in the *Lancet* consisted of one line.

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DOI: 10.3399/bjgp15X686869

## Correction

In the September 2015 article by Budtz-Lilly A, *et al*, Patient characteristics and frequency of bodily distress syndrome in primary care: a cross-sectional study. *Br J Gen Pract* 2015; DOI: 10.3399/bjgp15X686545, Table 1 was missing several Participant and BDS+ figures. The online version has been corrected. We apologise for this error.

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