

Circular 7/94: Advisory Material for GP Units

Title: Advisory Material for GP Units

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From: Department of Health, Ireland

To: The Programme Manager, Each Health Board

Re: Advisory Material for GP Units

I am writing in connection with the provision of information on prescribing issues by Health Board General Practice Units.

The Department has always insisted upon its right, and by implication that of the Health Boards, to influence the prescribing practices of individual doctors and this right has been accepted by the Pharmaceutical Industry. However, some problems have come to light recently in relation to the content of some the material being issued by some Units.

The Department and the Health Boards must ensure that all prescribing information issued from official sources is totally fair and accurate, particularly in the context of the launch of a New Code of Marketing Practice by the Pharmaceutical Industry which demands certain standards of the industry in the dissemination of information regarding their products.

In order to avoid any future difficulties we have arranged for independent expert advice to be provided on the content of officially circulated advisory material on prescribing.

I am requesting therefore that all such material be forwarded to the Department for approval prior to circulation to general practitioners.

Yours sincerely

Alan Aylward
GMS Division
7 July 1994