

Editor and Editorial Director
OLIVIA TIMBS

Personal Assistant to the Editor
LYN McCULLOCH

Deputy Editor
ANDREW HAYNES, *MRPharmS*
(The Society Section)

Managing Editor
GRAEME SMITH, *MRPharmS*
(Letters, Broad Spectrum,
Original Papers, Articles)

Assistant Editor
MICHAEL THOMPSON, *MRPharmS*
(Editor, *Pfj Online*)

Senior Staff Editors
HARRIET ADCOCK, *MRPharmS*
(Clinical News)
CLARE BELLINGHAM, *MRPharmS*
(News Features)
JONATHAN BUISSON, *MRPharmS*
(General News)

Staff Editors
DAWN CONNELLY, *MRPharmS*
(Contributions, Reviews)
HANNAH PIKE, *MRPharmS*
(Notice-Board)
LIN-NAM WANG, *MRPharmS*
(Continuing Professional Development)

Production Editor
CHRISTOPHER ICHA

Website Controller
GOWAN CLEWS

Administrative Assistant
PAULINE HESLOP
(Copyright and Permissions)

Editorial Advisory Board
ANGELA ALEXANDER, *FRPharmS*
JUDY CANTRILL, *FRPharmS*
NOEL DIXON, *MRPharmS*
NICK HALE, *MRPharmS*
JOHN HALL, *FRPharmS*
NORMAN LANNIGAN, *MRPharmS*
CHRISTINA LOWE, *MRPharmS*
BOB RIHAL, *MRPharmS*
STEVE WICKS, *MRPharmS*

Head of Business Development
PHILIPPA STAHELIN

Office Administrator — Sales
JO COOK

Classified and Systems Support — Sales
CLARE KNIGHTS

Display Sales
STUART THOMAS

Classified Advertisements Manager
ZIA NAMOOYA

Classified Sales
DORINDA LEWIS

Head of Publishing Services
JOHN WILSON

Production Manager
JOANNE MARKS

Production Assistants
YASMIN ASGHAR, ADAM JONES

IT Support
RORY TARABAY

Director of Publications
CHARLES FRY

The Pharmaceutical Journal
1 Lambeth High Street, London SE1 7JN

Telephone editorial, 020 7572 2420
advertising, 020 7572 2222
Fax editorial, 020 7572 2504
advertising, 020 7572 2505

E-mail editorial, editor@pharmj.org.uk
advertising, advertdept@rpsgb.org.uk
(see also “Notice-Board” page)

Pfj Online www.pjonline.com

LET US LOOK TO A BRIGHTER FUTURE

Those of us who have had to focus on events at Lambeth over the past 12 months or so, need to remind ourselves that there are other developments in pharmacy — just as important to the overall future of the profession — that need attention, too.

For community pharmacy, the final outcome of the investigation into control of entry still hangs in the balance, along with the new contract and how the reimbursement of generic medicines and the delivery of extra services will be stirred into the financial pot.

For hospital pharmacists, the implications for their career structure also hang in the balance as the “Agenda for change” proposals are put into practice.

Primary care pharmacists may have a secure foothold in parts of Britain but, in others, the benefits that they can bring to patient care still need to be sold to general practitioners and community pharmacists — both of whom may feel threatened by the newcomers.

Industrial pharmacists have their own concerns as the pharmaceutical industry manages the change of focus in long-term drug development and investors raise eyebrows about the paucity of products near to launch.

Although these developments may seem to prey on pharmacists’ worst fears, the truism that every threat is also an opportunity is an accurate reflection of what the profession faces.

The next 12 months and beyond should see greater recognition of the pharmacist as a health care professional. As supplementary prescribers begin to practise right across the board and as medicines management programmes begin to make a difference, doctors and nurses, as well as patients, will begin to appreciate what the profession really has to offer.

It will be a pity, then, if the focus next year is more about the in-fighting that is currently dominating the headlines and less about these other professional developments.

So, as 2003 draws to a close, *The Pharmaceutical Journal* raises a festive glass and salutes the thousands of pharmacists who cannot understand what all the fuss is about, who believe that the profession should be pulling together, who hope that 2004 will be less acrimonious and who are looking forward to a brighter future.

Best wishes and good fortune to you all, whatever your views!

SURPRISE, SURPRISE!

Look out for the *Pfj* on 9 January — when the issue of 3/10 January should land on your doormats. We await the reaction with interest.