MEDICINES MANAGEMENT: A FORUM FOR PHARMACISTS AND OTHER PROFESSIONALS

Olivia Timbs, editorial director of PJ Publications, explains the rationale behind the launch of its latest title

Medicines Management has just been launched by *PJ* Publications. It is designed to be a forum for pharmacists and other health care professionals interested in the development of medicines management services — in their broadest sense. It will appeal to community pharmacists and primary care pharmacists, those directly working for primary care organisations as well as at a general practice level, and other prescribing advisers. There will also be material of interest to hospital pharmacists and support staff.

The idea of *Medicines Management* goes back to April 2001 when the title was first registered. Here was an area of pharmacy activity that no publisher was yet supporting and if *PJ* Publications did not, someone else would. Initially, there was some heart-searching about the best title. Did "medicines management" best describe the new services pharmacists were beginning to offer? Would "pharmaceutical care" please more (or fewer) people?

MEDICINES MANAGEMENT

for health professionals interested in effective prescribing

PSNC pilots are ready to go live nationally

Contents

In the end we took a pragmatic approach: *Medicines Management* (because of its alliteration) is memorable as a title. The underlying activity is easier to explain to other health care professionals and patients if it is called "medicines management". Medicines management means different things to different people (although those differences are often quite subtle) but everybody interested in some aspect of the subject will find something to read in a title carrying that name.

Medicines Management will be published bimonthly and in a newsletter/bulletin format rather than as a journal. The idea behind the publication is that pharmacists working in all parts of the United Kingdom (ie, including Northern Ireland) will be able to learn what others are doing in the field of medicines management.

Some services are well developed, and have been up and running for years; other projects are still in their infancy with their supporters grappling with unexpected problems and difficulties. Contributions for *Medicines Management* are welcome from everyone who has a story to tell: good news as well as bad news; successes as well as failures; large scale and small scale projects. Letters and opinion pieces are as welcome as small studies or descriptions of progress.

The first issue of *Medicines Management* covers a wide range of topics: from a personal account of how a community pharmacist got going some years ago, to a description of how a medicine review clinic works in a general practice. The issue also has two articles about establishing a medicines management service for older people: one across a health authority and another in a primary care group.

There are also short articles about how to get community pharmacists working in general practice on a regular basis, how a pharmacist is paid for providing a prescription review service and a more detailed description of some successful initiatives in a district hospital. It also carries news of initiatives in Scotland, Northern Ireland and Wales, as well as the two pilot projects (one under the auspices of the Pharmaceutical Services Negotiating Committee, the other organised by the National Prescribing Centre) in England.

The first issue of *Medicines Management* was posted earlier this week. If you did not receive a copy and would like to be put on the mailing list, please fill in the coupon below. We have a few copies left over from the first issue and we will send those out on a first-come, first-served basis.

I would like my name to be added to the mailing list for *Medicines Management*

Please write your name and full address — including post code — on the right (block capital please). Photocopies of the coupon are welcome.

If you have non-pharmacist colleague who would like to receive a copy and fill in a separate coupon.

Send or fax the coupon to:
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