

Resist the ‘Quick-fix Mentality’

I am writing to express my complete agreement with Dr. Steven Gold’s editorial “A Bitter Pill” in last May’s issue.

I think it is disgusting how the drug companies “push” drugs onto the public in the name of education. This has only happened over the last few years when a legal judgment allowed advertising/education by pharmaceutical companies to go forward. And forward they went with Hollywood images and soft music that tries to encourage all viewers to ask their doctor about “this particular medication” that can solve all problems. It encourages, aids and abets the capricious increased use of a pill to solve life’s problems. The

It is incumbent upon all physicians and dentists to counter this easy drug fix message with careful thought and diagnosis before that prescription is written.

latest ads are so slick and present with such authority that you get the impression this information is coming from the American Medical Association and should be acted upon.

It is incumbent upon all physicians and dentists to counter this easy drug fix message with careful thought and diagnosis before that prescription is written. It is not easy to resist a persistent patient who seems certain of their self-diagnosis and need for medication.

But, hey, who is the doctor here? It certainly is not the profit-motivated drug company or a naïve and unsuspecting patient. The patient should trust your judgment and you must honor that trust in doing what you think is truly right for the patient.

Thanks Steve, for the editorial. This message of resisting “... a quick-fix mentality ...” will need to be repeated often.

John W. Burk, DMD
Santa Barbara