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Can reliably estimate the probability of outcomes for groups but not for individuals, say David Menon and David Harrison
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Advice to stay active may not be appropriate for people in manual jobs, say Niels Wedderkopp and Charlotte Leboeuf-Yde
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Risk of recurrence is higher with cleft palate only, says Melissa Lees
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- 400 The involvement of private companies in NHS general practice**
May improve access but weakens the foundation of primary care in the NHS, says Chris Salisbury
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Can be reduced by prehospital diagnosis and direct transfer to high volume catheterisation laboratories, say Christian Juhl Terkelsen and Jens Flensted Lassen

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Restricting entry of overseas medical graduates is "right way to go"
- 411 BMA calls for NHS constitution to reduce political interference**
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Amid global calls to end drug companies' direct sponsorship of doctors' education, an investigation in Australia reveals sponsor involvement in the education of thousands of GPs, writes Ray Moynihan
- 418 Balancing Big Pharma's books**
With patents running out on their big earning products and recent scandals undermining their image, drug companies are under pressure. Andrew Jack reports on their problems

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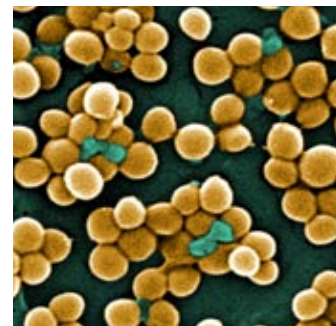
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425 Predicting outcome after traumatic brain injury: practical prognostic models based on large cohort of international patients

Simple prognostic models can be used to obtain valid predictions of relevant outcomes in patients with traumatic brain injury

MRC CRASH Trial Collaborators

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Randomised controlled trials and cohort studies with hospital staff, baggage handlers, and postal workers, found no benefit from such interventions

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432 Familial risk of oral clefts by morphological type and severity: population based cohort study of first degree relatives

The anatomical severity of an isolated cleft does not seem to affect the risk of recurrence in first degree relatives

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435 Management of depression in adults

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440 Quality improvement report: Improving early management of bloodstream infection: a quality improvement project

Bloodstream infection is a common but serious illness with high mortality and morbidity, which is seen in many clinical specialties. This article reports on the introduction of improvement measures in a 1400 bed teaching hospital in the UK

Jane Minton, James Clayton, Jonathan Sandoe, Hugh McGann, Mark Wilcox

444 A patient's journey: Xeroderma pigmentosum

Alex Webb was 4 years old when he was diagnosed with xeroderma pigmentosum nine years ago. This is his story as told by his mother. His parents established a support group that is now widely recommended by consultant dermatologists

447 10-minute consultation: Asthma unresponsive to simple treatment in a child

This is part of a series of occasional articles on common problems in primary care

Niamh O'Carroll, John Fitzsimons, Siobhán Carr

RESEARCH PUBLISHED AHEAD OF PRINT

Effectiveness of the diabetes education and self management for ongoing and newly diagnosed (DESMOND) programme for people with newly diagnosed type 2 diabetes: cluster randomised controlled trial

BMJ, doi:10.1136/bmj.39474.922025.BE

M J Davies, S Heller, T C Skinner, M J Campbell, M E Carey, S Craddock, H M Dallosso, H Daly, Y Doherty, S Eaton, C Fox, L Oliver, K Rantell, G Rayman, K Khunti, on behalf of the Diabetes Education and Self Management for Ongoing and Newly Diagnosed Collaborative

Suicide rates in young men in England and Wales in the 21st century: time trend study

BMJ, doi:10.1136/bmj.39475.603935.25

Lucy Biddle, Anita Brock, Sara T Brookes, David Gunnell

HOLD THE BACK PAGE!

As you may have noticed, we recently combined the *BMJ* and *BMJ Careers* within one set of covers. This has presented some practical problems, one being the splitting up of the obituary pages. We intend to move the obituaries further forward so the short and long obituaries are together again and, by doing this, we will gain a page for editorial content at the back of *Minerva*.

We have now finalised the format for this page, which we have called *Endgames*. There will be a regular statistics question, case report, clinical and picture quiz, along with a question of the week from *OnExamination* to test your knowledge. If you would like to submit questions for this page please refer to our advice for authors on [bmj.com](http://resources.bmj.com/bmj/authors/types-of-article) (<http://resources.bmj.com/bmj/authors/types-of-article>) or contact Amy Davis (adavis@bmj.com).



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JIM YOUNG/REUTERS

PICTURE OF THE WEEK

The daughter of an HIV positive woman and the US president, George Bush, at a hospital in Dar es Salaam, Tanzania, in a meeting about the \$15bn President's Emergency Plan for AIDS Relief, during the president's five country tour of Africa. Despite criticism for channelling money through faith organisations and putting too much emphasis on abstinence and faithfulness rather than condoms, the initiative is widely acknowledged as transforming African health care. Five years in, the plan supplies antiretrovirals to about 1.4 million people and aims to save another 19 million lives.

THE WEEK IN NUMBERS

9.4 litres Annual UK consumption of pure alcohol per person in 2004; people drank 3.9 litres each in 1950 (News p 407)

32 Relative risk of recurrence of any cleft lip in first degree relatives (Research p 432)

1000 Relative incidence of skin cancer in patients with xeroderma pigmentosum (A Patient's Journey p 444)

4 Position of depression in WHO's ranking of global burden of disease (Clinical Review p 435)

£250m Government investment for at least 150 health centres; many are likely to be privately run (Editorial p 400)

THE WEEK IN QUOTES

"Training workers on lifting and handling does not prevent back pain" (Research p 429)

"Too much is being left to good intentions and good luck [in the mental health care of veterans]" (News p 410)

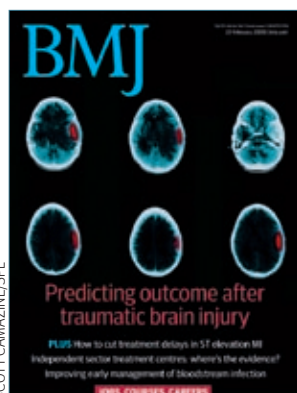
"Doctors should be informed if sponsors have suggested speakers for educational sessions" (Feature p 416)

"If your friend's friend's friend starts using drugs, this has consequences for you even if you do not know that person" (Observations p 420)

"Our driver displays that most telling of behaviours—smoking two cigarettes at once" (Outside the Box p 450)

EDITOR'S CHOICE

Prognosis and politics



SCOTT CAMAZINE/SPL

ON THE COVER

Predicting outcome after traumatic brain injury

Editorial, p 397;
Research, p 425

The cover image shows a cerebral CT scan of a 10 year old boy with subdural haematoma from trauma

Given how common head injuries are, it's surprising how little we know about their prognosis. But help is at hand. Based on their MRC CRASH trial, Pablo Perel and colleagues have produced new prognostic models for patients with traumatic brain injury (p 425). An editorial explains that better understanding of prognosis will not only improve clinical care but will help us design better clinical trials (p 397).

Improving prognosis almost always means rapid diagnosis and effective treatment. Two conditions where this is especially important are acute myocardial infarction and severe sepsis. Christian Juhl Terkelsen and Jens Flensted Lassen conclude that we need more centres that deal with large numbers of cases if we are to get "door to balloon" times down to 30 minutes for people with ST elevation myocardial infarction (p 401). Jane Minton and colleagues sought to cut delays in starting effective treatment for bloodstream infections in a 1400 bed hospital (p 440). They found that most errors (in terms of delayed or inappropriate antibiotics) occurred on the medical wards. Treatment guidelines, an education programme, and routine review of patients by the infection team cut the rate of errors from 30% to 8%. The authors call for all acute hospitals to adopt this approach. Whether a single before and after study, or even several of them, should justify wholesale implementation of such a scheme is one of many issues that will be hotly debated at this year's International Forum for Quality and Safety in Health Care in Paris in April (<http://internationalforum.bmj.com>).

One final word this week on the importance of a prompt diagnosis and well informed prognosis.

Alex Webb was diagnosed with xeroderma pigmentosa at 4 years old after several severe episodes of sunburn. Now nine years later, his doctors predict a normal life span thanks to dedicated collaboration between his parents, teachers, and even the European Space Agency to ensure he is always protected from the sun. His mother makes a plea for early recognition of the condition and for health professionals to accept that parents know more about living with it than they do (p 444).

And so to politics. The UK government's plans for greater involvement of the private sector in the NHS are attacked from several directions this week. Allyson Pollock and Sylvia Godden look for evidence to support claims that independent sector treatment centres offer high productivity, quality of care, or value for money and find it lacking (p 421). Chris Salisbury looks at the involvement of private companies in general practice and predicts that the outcome for patients and overall healthcare costs will be poor (p 400). He calls for a serious public debate about the type of general practice that people want and need. Meanwhile, Susan Mayor reports that cost cutting rather than quality is driving decisions to grant primary care contracts to private companies in London (p 412). Faced with all of this, you may need Trevor Trueman's wake-up call (p 448). If we are not to become "bland and humourless participants in a society driven by targets and profit," activism and altruism may be our only hope.

Fiona Godlee, editor, *BMJ* fgodlee@bmj.com

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PLUS

Career Focus, jobs, and courses appear after p 452.

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