

## EDITORIALS

- 1 **Elective single versus double embryo transfer**  
Transfer of embryos one at a time is as effective and safer, says Allan Templeton  
» *Research*, p 34
- 2 **Induction of labour for intrauterine growth restriction at term**  
May not be necessary in resource rich settings, say Louise C Kenny and Lesley McCowan » *Research*, p 35
- 3 **Transmission of HIV to infants whose mothers seroconvert postnatally**  
Primary prevention is the key, say Jeffrey S A Stringer and M Bradford Guffey  
» *Research*, p 37
- 4 **Industry sponsored bias in cost effectiveness analyses**  
More transparency, rigour, and guidance are needed, say Ava John-Baptiste and Chaim Bell
- 6 **Does long term aspirin prevent cancer?**  
Possibly, but trials specifically designed to answer this question are needed, say Paul Moayyedi and Janusz A Jankowski

## LETTERS

- 7 **Go now, says NHS chief; VAT on alcohol; Public health advances; Paediatric ENT surgery; Reducing insulin errors; Data on knife crime; HealthSpace's limitations**

## NEWS

- 11 **NICE to halt work on 19 public health topics**  
US drug companies have paid \$15bn in fines for fraudulent marketing
- 12 **Cancer survival in UK lags behind Australia**  
NHS breast screening leaflet omits harms  
Price war may erupt as trusts win right to compete on price
- 13 **Government explains value based pricing**
- 14 **"Andrew Lansley is bright and committed"**  
Six Kosovar doctors face charges  
Opposition to NHS changes gathers momentum

## SHORT CUTS

- 16 **What's new in the other general journals**

## FEATURES

- 18 **How small changes led to big profits for insulin manufacturers**  
Deborah Cohen and Philip Carter discover why more expensive analogue insulins are increasingly prescribed instead of cheaper human insulin despite lack of evidence of benefit for patients with type 2 diabetes

- 22 **2010: a nudge in the wrong direction**  
2010 will not go down as a good year for medicine, says Jeremy Laurance
- 25 **Free healthcare in Sierra Leone**  
We are working with Save the Children to raise £30 000 to help children and mothers in some of the world's poorest regions

## HEAD TO HEAD

- 26 **Is coronary artery bypass grafting the treatment of choice for diabetic patients with multivessel disease?**  
Nicholas Brooks argues that CABG provides more permanent relief for diabetic patients but Iqbal Malik thinks that the evidence is less clear cut

## OBSERVATIONS

## ON THE CONTRARY

- 28 **One and a half truths about assisted dying**  
Tony Delamothe
- LOBBY WATCH
- 29 **Care Not Killing Jane Cassidy**

## ANALYSIS

- 30 **Getting better value from the NHS drug budget**  
James Moon and colleagues propose a way to restructure healthcare prescribing to get better value for money and persuade drug companies to invest in developing innovative drugs
- 32 **Commentary: achieving savings will not be straightforward** David Phizackerley

## RESEARCH

- 33 **Research highlights:**  
the pick of *BMJ* research papers this week
- 34 **Clinical effectiveness of elective single versus double embryo transfer: meta-analysis of individual patient data from randomised trials**  
D J McLernon, K Harrild, C Bergh, M J Davies, D de Neubourg, J C M Dumoulin, J Gerris, J A M Kremer, H Martikainen, B W Mol, R J Norman, A Thurin-Kjellberg, A Tiitinen, A P A van Montfoort, A van Peperstraten, E Van Royen, S Bhattacharya » *Editorial*, p 1
- 35 **Induction versus expectant monitoring for intrauterine growth restriction at term: randomised equivalence trial (DIGITAT)**  
K E Boers, S M C Vijgen, D Bijlenga, J A M van der Post, D J Bekedam, A Kwee, P C M van der Salm, M G van Pampus, M E A Spaanderman, K de Boer, J J Duvekot, H A Bremer, T H M Hasaart, F M C Delemarre, K W M Bloemenkamp, C A van Meir, C Willekes, E J Wijnen, M Rijken, S le Cessie, F J M E Roumen, J Thornton, J M M van Lith, B W J Mol, S A Scherjon, on behalf of the DIGITAT study group » *Editorial*, p 2



Editorial, p 1, Research, p 34



Is tonsillectomy evidence based? p 8

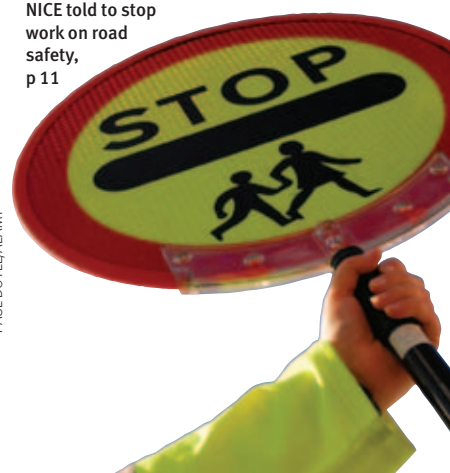


A review of what happened in 2010, p 22



Intrauterine growth restriction, pp 2, 35

NICE told to stop work on road safety, p 11



PAUL DOYLE/ALAMY

- 36 **Effects of B vitamins and omega 3 fatty acids on cardiovascular diseases: a randomised placebo controlled trial**  
Pilar Galan, Emmanuelle Kesse-Guyot, Sébastien Czernichow, Serge Briancon, Jacques Blacher, Serge Hercberg, for the SU.FOL.OM3 Collaborative Group
- 37 **Mother to child transmission of HIV among Zimbabwean women who seroconverted postnatally: prospective cohort study**  
Jean H Humphrey, Edmore Marinda, Kuda Mutasa, Lawrence H Moulton, Peter J Iliff, Robert Ntozini, Henry Chidawanyika, Kusum J Nathoo, Naume Tavengwa, Alison Jenkins, Ellen G Piwoz, Philippe Van de Perre, Brian J Ward, the ZVITAMBO study group  
» *Editorial, p 3*
- 38 **Nature of socioeconomic inequalities in neonatal mortality: population based study**  
Lucy K Smith, Bradley N Manktelow, Elizabeth S Draper, Anna Springett, David J Field

## CLINICAL REVIEW

- 39 **Recent advances in the management of rheumatoid arthritis**  
Naomi B Klarenbeek, Pit J S M Kerstens, Tom W J Huizinga, Ben A C Dijkman, Cornelia F Allaart

## PRACTICE GUIDELINES

- 45 **Sedation for diagnostic and therapeutic procedures in children and young people: summary of NICE guidance**  
Mike Sury, Ian Bullock, Silvia Rabar, Kathleen DeMott
- A PATIENT'S JOURNEY**
- 48 **Heart transplant** Andrew Maiklem, Ed Nicol

## OBITUARIES

- 50 **Gunnar Stickler**  
Paediatrician who identified the syndrome that bears his name
- 51 **Carys Margaret Bannister; Mary Belshaw; Richard Humphrey Tudor Edwards; James Shearer Frew; Vivek Vijayanand Raut; Geoffrey David Ward**

## VIEWS AND REVIEWS

### PERSONAL VIEW

- 52 **If the pope can change his mind on condoms, why not on emergency contraceptives?**  
Sara Carrillo de Albornoz

### REVIEWS

- 53 **The Energy Glut** by Ian Roberts with Phil Edwards  
Richard Smith
- 54 **State of Nature** by Simon Turley  
Anne Taylor

### BETWEEN THE LINES

- 55 **A doctor's dramatic diary** Theodore Dalrymple

### MEDICAL CLASSICS

- 55 **All That Jazz** Desmond O'Neil

### COLUMNISTS

- 56 **Bad medicine: general practice** Des Spence  
**Not all is patient centred** Kinesh Patel

## ENDGAMES

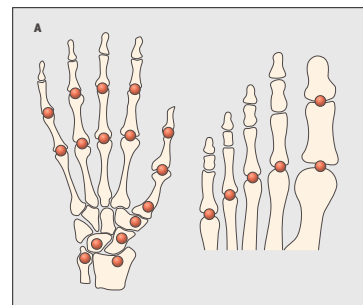
- 57 **Quiz page for doctors in training**

## MINERVA

- 58 **Good deeds, and other stories**

## FILLERS

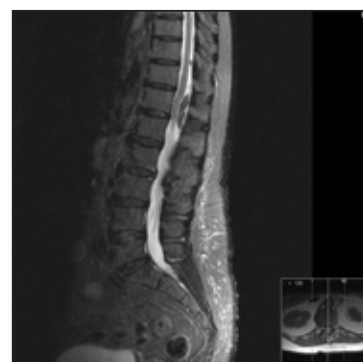
- 49 **The hunt for "chemo wine"**



How to manage rheumatoid arthritis, p 39



Bob Fosse directs his death, p 55



Minerva's back ache, p 58

# Join your colleagues.

## BMJ Masterclasses

masterclasses.bmj.com





## The Editor, BMJ

BMA House, Tavistock Square,  
London WC1H 9JR

Email: [editor@bmj.com](mailto:editor@bmj.com)

Tel: +44 (0)20 7387 4410

Fax: +44 (0)20 7383 6418

## BMA MEMBERS' INQUIRIES

Email: [membership@bma.org.uk](mailto:membership@bma.org.uk)

Tel: +44 (0)20 7383 6642

## BMJ CAREERS ADVERTISING

Email: [sales@bmjcareers.com](mailto:sales@bmjcareers.com)

Tel: +44 (0)20 7383 6531

## DISPLAY ADVERTISING

Email: [sales@bmjgroup.com](mailto:sales@bmjgroup.com)

Tel: +44 (0)20 7383 6386

## REPRINTS

UK/Rest of world

Email: [ngurneyrandall@bmjgroup.com](mailto:ngurneyrandall@bmjgroup.com)

Tel: +44 (0)20 8445 5825

USA

Email: [mfogler@medicalreprints.com](mailto:mfogler@medicalreprints.com)

Tel: +1 (856) 489 4446

## SUBSCRIPTIONS

BMA Members

Email: [membership@bma.org.uk](mailto:membership@bma.org.uk)

Tel: +44 (0)20 7383 6642

Non-BMA Members

Email: [support@bmjgroup.com](mailto:support@bmjgroup.com)

Tel: +44 (0)20 7383 6270

## OTHER RESOURCES

For all other contacts:

[resources.bmj.com/bmj/contact-us](http://resources.bmj.com/bmj/contact-us)

For advice to authors:

[resources.bmj.com/bmj/authors](http://resources.bmj.com/bmj/authors)

To submit an article:

[submit.bmj.com](http://submit.bmj.com)

The BMJ is published by BMJ Publishing Group Ltd, a wholly owned subsidiary of the British Medical Association.

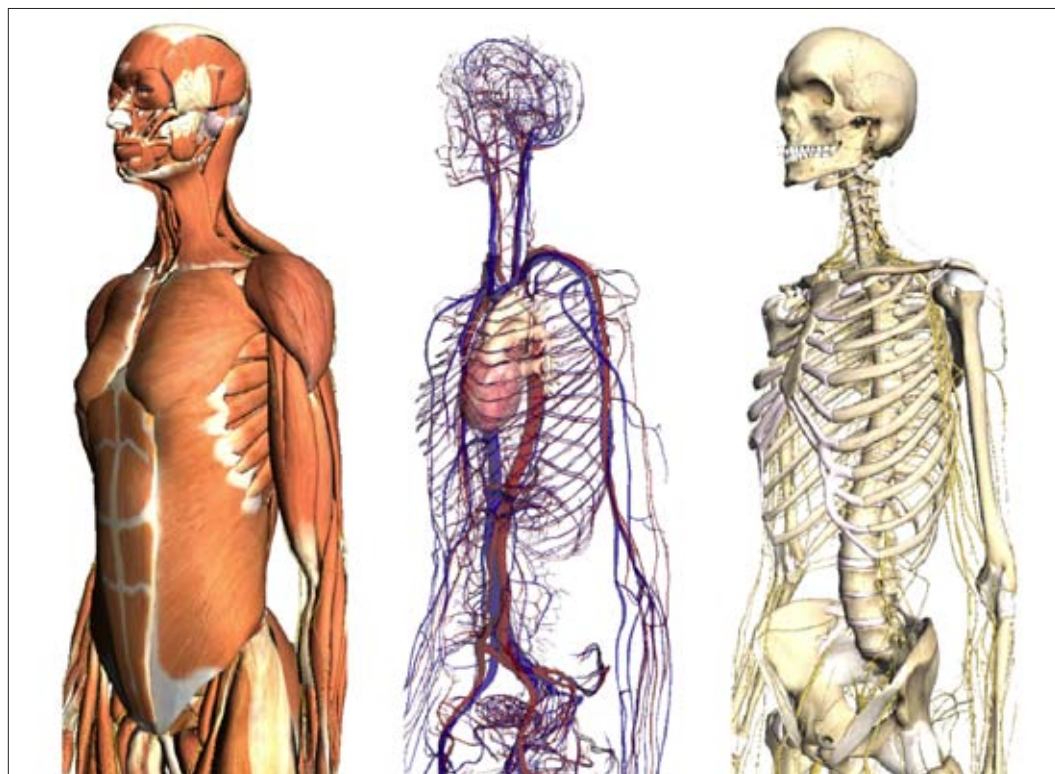
The BMA grants editorial freedom to the Editor of the BMJ. The views expressed in the journal are those of the authors and may not necessarily comply with BMA policy. The BMJ follows guidelines on editorial independence produced by the World Association of Medical Editors ([www.wame.org/wamestmt.htm#independence](http://www.wame.org/wamestmt.htm#independence)) and the code on good publication practice produced by the Committee on Publication Ethics ([www.publicationethics.org.uk/guidelines/](http://www.publicationethics.org.uk/guidelines/)).

The BMJ is intended for medical professionals and is provided without warranty, express or implied. Statements in the journal are the responsibility of their authors and advertisers and not authors' institutions, the BMJ Publishing Group, or the BMA unless otherwise specified or determined by law. Acceptance of advertising does not imply endorsement.

To the fullest extent permitted by law, the BMJ Publishing Group shall not be liable for any loss, injury, or damage resulting from the use of the BMJ or any information in it whether based on contract, tort, or otherwise. Readers are advised to verify any information they choose to rely on.

©BMJ Publishing Group Ltd 2010  
All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any other means, electronic, mechanical, photocopying, recording, or otherwise, without prior permission, in writing, of the BMJ

Published weekly. US periodicals class postage paid at Rahway, NJ. Postmaster: send address changes to BMJ, c/o Mercury Airfreight International Ltd Inc, 365 Blair Road, Avenel, NJ 07001, USA. \$796. Weekly  
Printed by Polestar Limited



## PICTURE OF THE WEEK

First came Google Earth and Google Street View, and now there is Google Body Browser. This detailed three dimensional model of the human body allows you to peel back anatomical layers; zoom; click to identify anatomy; and search for muscles, organs, bones, and more. You can also save or share any view by copying and pasting its URL. See <http://bodybrowser.googlelabs.com>.

## THE WEEK IN NUMBERS

**80%** Deprivation gap in neonatal mortality accounted for by preterm birth and congenital anomalies (**Research**, p 38)

**20-50** Incidence of rheumatoid arthritis per 100 000 person years in northern Europe and North America (**Clinical Review**, p 39)

**5** Number of grades in the American Society of Anesthesiologists' scoring tool for classifying patients' physical status before anaesthesia (**Practice**, p 45)

**£1bn** Potential annual savings of a concerted NHS campaign to use the most cost effective drugs (**Analysis**, p 30)

## QUOTE OF THE WEEK

**"No outfit has done more to engender and sustain the fears of vulnerable people about a change of law than Care Not Killing, an alliance of palliative care doctors, disability campaigners, and religious groups"**

Tony Delamothe, deputy editor, *BMJ*, discusses the new Commission on Assisted Dying (**Observations**, p 28)

## QUESTION OF THE WEEK

Our poll asks, "Is it ever justified to submit a hoax abstract to an international meeting?"

🗳 [bmj.com](http://bmj.com) Cast your vote

## EDITOR'S CHOICE

## Wishing you a rational new year

**National guidelines exist to prevent inappropriate surgery. But yes, there is still uncertainty about the diagnosis of tonsillitis, which relies on clinical assessment**

Let's start the year as we mean to go on—by promoting rational healthcare decisions based on the best available evidence. Des Spence, who has now written a weekly column for the *BMJ* for four years, ended 2010 with a head-on challenge to paediatric ear, nose, and throat surgeons. He said they were practising bad medicine by continuing to remove tonsils and insert grommets in children's ears (*BMJ* 2010;341:c6560). In a string of subsequent correspondence, which one contributor says is essential teaching material for registrars (<http://bit.ly/i8gkXS>), Spence has apologised for offending ENT surgeons and for the sweeping nature of his critique. But he sticks to his guns that these still common procedures do permanent harm and, at most, only temporary good.

This week we publish letters from the president and former president of the British Association of Paediatric Otorhinolaryngology (p 8). Rates of tonsillectomy and grommet operations have fallen, they say. Two randomised controlled trials have just been completed. National guidelines exist to prevent inappropriate surgery. But yes, there is still uncertainty about the diagnosis of tonsillitis, which relies on clinical assessment. In his reply Spence concludes, "with respect"—a phrase that former *BMJ* editor Stephen Lock said usually meant quite the reverse—"that both grommet surgery and tonsillectomy are counterintuitive and unnecessary operations in children" (p 8). Feel free to weigh in with your views while we commission an updated review of the evidence.

And so to diabetes. As Deborah Cohen and Philip Carter report (p 18), there is clear evidence that the new analogue insulins are not significantly better for patients than the cheaper human ones. And yet analogues now account for about 80% of insulin prescriptions in the UK, 70% in the United States, and 60% in Europe. How has this happened? Fierce competition between insulin

manufacturers has inspired clever marketing tactics, say Cohen and Carter. Claims of greater weight loss on analogues have been questioned by regulators, but equally persuasive for GPs and patients are the nice new pen devices, specialist diabetes nurses, and training for health professionals, all funded by industry to help patients switch. "No company will provide nurses to start people on generic isophane insulin," says Norman Waugh, quoted in the article.

NICE has concluded that the incremental cost of analogues is more than £100 000 per quality adjusted life year, and that this is not clinically justified. Canadian and German health technology assessors agree. According to figures from the University of Cardiff collated for the *BMJ* and *Channel 4 News*, if only half of those using analogues had been put on human insulin instead, the NHS would have saved close to £250m over the past five years.

Finally, aspirin. At the close of 2010, the *Lancet* published a meta-analysis of individual patient data from randomised controlled trials (*Lancet* 2010, doi:10.1016/S0140-6736(10)62110-1). It found a 21% reduction in deaths from cancer in people who took aspirin for almost six years. The news that aspirin prevented cancer hit the headlines, and no doubt prescriptions of aspirin in healthy people over a certain age are now on their way up. We asked Paul Moayyedi and Janusz Jankowski to look at the new data. In their editorial (p 6) they conclude that, with a number needed to treat of 200 but a 50% increased risk of serious gastrointestinal and extracranial bleeding, it is not clear that the benefits outweigh the risks, even when factoring in the cardioprotective effects of aspirin. Have a good, and rational, 2011.

**Fiona Godlee editor, *BMJ* [fgodlee@bmj.com](mailto:fgodlee@bmj.com)**

Cite this as: *BMJ* 2010;341:c7377

To receive Editor's Choice by email each week, visit [bmj.com/cgi/customalert](http://bmj.com/cgi/customalert)

► **Twitter** Follow the editor, Fiona Godlee, at [twitter.com/fgodlee](http://twitter.com/fgodlee) and the *BMJ*'s latest at [twitter.com/bmj\\_latest](http://twitter.com/bmj_latest)



Career Focus, jobs, and courses appear after p 51

Articles appearing in this print journal have already been published on [bmj.com](http://bmj.com), and the version in print may have been shortened. [bmj.com](http://bmj.com) also contains material that is supplementary to articles: this will be indicated in the text (references are given as w1, w2, etc) and be labelled as extra on [bmj.com](http://bmj.com).

Please cite all articles by year, volume, and eLocator (rather than page number), eg *BMJ* 2009;338:b145.

A note on how to cite each article appears at the end of each article, and this is the form the reference will take in PubMed and other indexes.

### BMJ.COM: MOST READ

Beauty sleep: experimental study on the perceived health and attractiveness of sleep deprived people  
Multidisciplinary medical identification of a French king's head (Henri IV)  
Red for danger: the effects of red hair in surgical practice  
Bicycle weight and commuting time: randomised trial  
Reflections of Father Christmas's GP

**100% recycled** The *BMJ* is printed on 100% recycled paper (except the cover)

The **BMJ** Group Awards 2011  
in association with **MDDUS**

**ENTER NOW**  
[groupawards.bmj.com](http://groupawards.bmj.com)