

# The Elective

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TIME TO START THINKING!

KCSMD

## DEAR SIR....

**M**y name is L.M and I am a final year student doctor at the above establishment. I have recently been contemplating your marketing and good causes budget while swinging in a hammock at the weekend and felt inspired to write a begging letter to you. I am taking part in a surgical research project at King's on diverticular disease (protocol enclosed) and the results will be published in the Autumn. Having got interested in the subject, I want to carry on with this research in a developing nation to compare with the UK and have picked Ethiopia (very cheap-no flashy safaris or hotels to spend extra money on). I am going there in October for two months to carry this out and enclose my proposal. I need lots of money for the air fare and a bit extra for food and am asking for a £100 contribution from you.

You are probably wondering what you as a company are going to get out of this. Well, I am one of the few people left in this country who wants to be a London GP when I qualify and I am very keen and impressionable. I am easily led by advertising and I like a good sales pitch when I see one. In short I am the Saatchi brothers' dream. I listen to Reps when they have made the effort to come and see us, as I believe you should maintain an open mind in the continually expanding product



"For your next mission 007, there's a medical student in....."

world. One day I will have my own budget for pharmaceutical products and will obviously remember the companies who help me now when I'm poor.

I intend to submit my study formally for publishing upon return and will mention any sponsors at the end. The Royal Colleges of Surgeons and Physicians deemed it worthy of two scholarships so that will look good in your CV! In addition, I will recommend you to all my mates.

Thank you for taking the time to read this and have a think about it.  
Yours Faithfully, *LM*

## DEAR LM...

**T**hank you for your begging letter of 3 May.

I am a hard hearted old skin flint and I spend a large part of each day turning down requests for financial support to enable medical students to undertake electives in international centres of medical excellence. Surprisingly, most of these are located in pleasant parts of the world, such as Sydney, California and the latest one, Vanuatu in the South Pacific. Until now I have said that I would only give my support to the first person to undertake an elective in Scunthorpe. However, the thought of spending two months studying bowel disease in Ethiopia must be a close second to a fortnight in Scunthorpe, and I shall therefore be pleased to make a contribution of £100.

We would, of course, appreciate an acknowledgement in any report that you produce.....

CIBA PHARMACEUTICALS

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