

EDITORIAL

May 25th is **World Thyroid Day (WTD)**, a usual Day on the calendar, but dedicated to thyroid patients round the globe. It is a Day to acknowledge millions of patients who suffer from a variety of disorders that cover a whole spectrum of disease, ranging from subclinical to overt hypothyroidism and hyperthyroidism, autoimmune thyroid diseases and thyroid cancer.

It is a Day to reflect on the factors causing thyroid disease, making up the etiology including genetics and environmental factors. These causes disrupt the thyroid, and sooner or later can lead to the manifestation of the disease. For a long time, the problem has not been properly acknowledged at the public or private sector, which needs to change.

There is a need to call for action on the part of all those who are involved in the care of thyroid patients. This they can do, by among many other activities, organizing and holding open-door events through which they will have direct access to patients everywhere as well as to local authorities, with the express aim of arousing and further increasing among them all the level of awareness and of education regarding thyroid diseases.

It is unfortunate that the pharmaceutical industry has little interest in this cause. The price of medicine is very cheap, which leads to lack of interest as no big profits are visualized. It is seen that unlike many other medicine in Pakistan, there is no competition in thyroid medicine, be it for hypothyroidism or hyperthyroidism. Most of the times, it is short in the market and the cheap qualities available, do not work. Treating physicians are left with no other choice to ask them to use imported brands. When personally inquired, the reply was astonishing, putting it to responsible authorities for no negotiation of prices. This leads the brand leader to ask local companies to manufacture for them. It is particularly true for Thyroxin tablet and being a sensitive medicine to heat and temperature loses efficacy. We are not concerned with the profit or loss, but we desire that patients should receive quality medicine, at a cheaper price.

If on this Day, we are able to increase awareness on all aspects of disease, we feel that the purpose of celebrating this day is fulfilled. The patients need education on available option; the doctors need to be trained at all levels to help them overcome the disease.

Thus, it is a Day to highlight the importance of maintaining a healthy thyroid and better caring for the entirety of our health.

Wishing you all a successful 25th of May...and don't forget to check your personal Thyroid function!

Muhammad Imran Hasan Khan

Associate Professor of Medicine/Endocrinology
Ameer ud Din Medical College/PGMI