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Handwritten notes in red ink: "a", "cc", "a", "DVB la", and a signature.

PRIME MINISTER

16 January 1989

TITLE FOR THE NHS WHITE PAPER

Many titles have been proposed for the NHS White Paper. I have attached a selection. One of the options - proposed by Tim Bell - stands head and shoulders above the others:

'FIT FOR THE FUTURE'

The Government's plans for reforming the NHS.

It is snappy and simple - encapsulating the underlying theme of the Review. And it applies equally to patients and the NHS without being patronising to either.

Ken Clarke appears to favour 'Caring for the 1990s'. I believe this phrase is rather too hackneyed and short-term in vision. It would be more appropriate for a review of social services.

Ian Whitehead

IAN WHITEHEAD

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b

APPENDIX

SELECTION OF PROPOSED TITLES FOR THE NHS WHITE PAPER

1976

Fit for the future

~~_____~~
A better deal (or service) for patients

Putting patients first

40 years on

Patient choice, patient care

Caring for the 1990s

Health 2000

Better health, better care

Managing health

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