Adrian Bremner,
Head of Safety and Governance,
Boots UK Limited,
1 Thane Road West,
Nottingham,
NG2 3AA.

April 23nd 2017

Dear Adrian

Saving lives after cardiac arrest – Defibrillator Campaign

Thanks so much for your email of January 16th 2017. I must admit that we are surprised and shocked at your decision not to install defibrillators in your pharmacies. It is incomprehensible to the Forum, that an organisation which has been a leading source of healthcare since 1849 and is regarded by people across the UK as a major source of medicines and advice and expertise, should be unwilling to uphold its mission and key objectives of: “improving the health of customers and their communities" and "placing customers and colleagues at the heart of your business". We regard this as a breach of trust with people in the UK who hold Boots in high esteem.

Your staff are already trained in CPR and the cost of a defibrillator is only about £2000, i.e. £5.30p per pharmacy per day, or the profit you make on one 350 gram container of E45 Cream. Is that too much for Boots to spend on saving the lives of its staff and customers? It is  baffling to the Forum, that whilst, Marks and Spencer’s, Sainsbury's, Tesco's and Aldi can see the benefit of installing defibrillators that Boots, which employs national experts in healthcare cannot.

We believe that your decision may be in breach of Article 2 the ‘right to life’ and Article 8, the ‘right to respect for private and family life’, of the Convention of the Protection of Human Rights and Fundamental Freedoms, and the Human Rights Act. We are taking advice on this and we would suggest that you similarly take advice on this issue.

In the meantime, we will alert our members and colleagues across the country of your decision, and produce publicity to inform people of the position you have chosen with respect to saving the lives of people who suffer cardiac arrest.

With your permission, we would like to share our correspondence on this matter with Councillors and MPs across the country, asking them to publicise in their areas your decision not to install defibrillators. We shall also contact health Ministers and relevant members of the House of Lords to advise them of your decision.

Our offer to provide advice and expertise by arranging a joint meeting with yourself, the medical director for emergency care, Dr Fionna Moore and Dr Andy Lockey, Secretary of the Resuscitation Council, will continue to be open and we can also invite the British Heart Foundation to such a meeting.

I do hope we can move forward and find a means of persuading you of the value of meeting your own organisational objectives for the benefit of the people of the UK. We will send you a copy of our draft campaign leaflet next week which aims to encourage customers to rethink their loyalty to your company and its values.

Very best wishes

Malcolm Alexander
Chair
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