

LATE RESOLUTION 99-06A

Title: Objection to Merck Advertisement
Introduced by: David Puzycki, MD, Berrien County
Original Author: David Puzycki, MD, Berrien County
Referred to: Reference Committee D
House Action:

Whereas, professional medicine is seemingly the last bastion of objectivity regarding the appropriate use of pharmaceuticals, medical instruments and devices, and

Whereas, in order to lead in the public arena, physicians need to maintain an image of objectivity without bias too market forces, and

Whereas, in a series of television and magazine advertisements, Merck/Schering-Plough promotes Zetia using an attending physician in an academic medical setting, and

Whereas, the Merck/Schering-Plough advertisement of Zetia misleads the public regarding the relative risk of hepatic disease using statins and promotes the stand-alone use of Zetia as equal to statins; therefore be it

RESOLVED: That MSMS send a letter to Merck objecting to the use of physician portrayal in direct to consumer advertising; and be it further

RESOLVED: That the Michigan Delegation to the AMA ask the AMA to send a letter to Merck objecting to the use of physician portrayal in direct to consumer advertising; and be it further

RESOLVED: That MSMS send a letter to Merck objecting to misleading the public regarding the relative risk of statins in order to promote a product that cannot be considered anything but an add-on or second line product in the event of statin failure, contraindication or intolerance.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE