

**RESOLUTION 23 - 05A**

**Title:** Regulation of Direct-to-Consumer Prescription Drug Advertising

**Introduced by:** Donald R. Peven, MD, for the Oakland County Delegation

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**Referred to:** Reference Committee E

**House Action:**

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**Whereas, direct-to-consumer (DTC) advertising of prescription medications encourages overuse and inappropriate usage of such medications, and**

**Whereas, the recent controversy over vascular occlusions attributed to the use of COX-2 inhibitors is a flagrant example of patient endangerment by DTC advertising promoting the inappropriate use of medications which has serious potential for adverse effects that are not adequately disclosed by such advertising, and**

**Whereas, DTC advertising has other deleterious effects such as increasing utilization of expensive patent-protected medications versus generic medications, interference with the physician-patient relationship, and exaggeration of the benefits of the advertised medications versus the potential harmful effects; therefore be it**

**RESOLVED: That the Michigan Delegation to the AMA ask the AMA to seek legislation that will increase restrictions on direct-to-consumer advertising of prescription medications, specifically proposing that potential adverse effects of the medication being promoted be mentioned with equal prominence to the beneficial effects.**

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**WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE**