

RESOLUTION 47 - 05A

Title: Direct Marketing of Pharmaceuticals

Introduced by: Alan D. Kuester, DO, for the St. Clair County Delegation

Original Author: St. Clair County Medical Society Community Health Roundtable

Referred to: Reference Committee E

House Action:

Whereas, there are adverse cost effects of “direct marketing” of pharmaceuticals to consumers, and

Whereas, this direct marketing to consumers also has adverse health consequences, and

Whereas, the Food and Drug Administration (FDA) regulates approval of pharmaceuticals; therefore be it

RESOLVED: That the Michigan Delegation to the AMA ask the AMA to lobby for a true accounting in advertising under the auspices of the Food and Drug Administration; and be it further

RESOLVED: That the Michigan Delegation to the AMA ask the AMA to work for a ban on advertisements of “out of formulary” prescriptions, especially by non-medical persons.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE