

RESOLUTION 66-07A

Title: Direct-to-Consumer Advertising

Introduced by: James P. Byrne, MD, for the Washtenaw County Delegation

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Referred to: Reference Committee E

House Action: Adopted as Amended

Whereas, direct-to-consumer advertising by pharmaceutical companies is now a \$4.5 billion annual expenditure, according to the New York Times, 1/22/07, and

Whereas, this information frequently conflicts with physician-patient communication and contains little useful information, and

Whereas, the U.S. Congress is expected to consider this issue this session; therefore be it

RESOLVED: That MSMS make known to the AMA, the Michigan congressional delegation, and the Michigan legislature that Michigan physicians are opposed to the practice of direct-to-consumer advertising by pharmaceutical and medical device companies.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE