

**RESOLUTION 13-08A**

**Title: MSMS to Advocate for State Sponsored Evidence-Based Drug Detailing to Curtail Costs**

**Introduced by: Ponon Dileep Kumar, MD, for the St. Clair County Delegation**

**Original Author: Ponon Dileep Kumar, MD**

**Referred to: Reference Committee C**

**House Action: Adopted as Amended**

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**Whereas, the cost of prescription drugs is rising astronomically with the arrival of new drugs and creative combinations formulated after the patent expiration, and**

**Whereas, co-pays of several medications have been increased by several insurance plans and are becoming unaffordable for a large number of patients, and**

**Whereas, academic detailing/counter-detailing is supported by several states such as Pennsylvania and West Virginia and several countries such as Australia, New Zealand, and England which are found to be productive and helpful to the practicing physicians according to the article in *AMA News* on September 24, 2007; therefore be it**

**RESOLVED: That MSMS ask the Michigan Department of Community Health and other appropriate agencies to explore a program to train and employ pharmaceutical drug detailing personal that is evidence-based, such as those in Maine, Pennsylvania, and West Virginia.**

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