

RESOLUTION 26-08A

Title: Direct-to-Consumer Advertising by Pharmaceutical Companies

Introduced by: Domenic R. Federico, MD, for the Kent County Delegation

Original Author: Susan H. Wakefield, MD

Referred to: Reference Committee E

House Action: Disapproved

Whereas, 89 percent of physicians surveyed felt that direct-to-consumer-advertising (DTCA) has not improved the doctor-physician relationship and 71 percent felt pressured to prescribe medication that they would not normally prescribe (B. Mintzes 2002), and

Whereas, pharmaceutical companies have increased their sales by \$2.20 for every dollar spent on DTCA, and have increased the money spent on DTCA by 330 percent from 1996 to 2005 (Donohue 2007), and

Whereas, most DTCA is focused on new medications that have been on the market an average of one year, which is before long-term hazards can be adequately evaluated, and

Whereas, DTCA is focused on expensive medication that have no generic equivalent; therefore be it

RESOLVED: That MSMS urge the Michigan state legislature and the governor to support legislation that would ban direct-to-consumer advertising in the state of Michigan; and be it further

RESOLVED: That the Michigan Delegation to the AMA ask the AMA to urge the federal government to ban direct-to-consumer advertising.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE

B. Mintzes, M.L. Barer, A Kazanjan, K. Bassett, R.G. Evans, S. Morgan. An Assessment of the Health System Impact of Direct-To-Consumer Advertising of Prescription Medicines (DTCA): Executive Summary From the Health Policy Research Unit at the University of British Columbia. January 2002. Available from: http://www.cihr-irsc.gc.ca/e/documents/dtca_e.pdf

Improvements Needed in FDA's Oversight of Direct-To-Consumer Advertising. Report to Congress from the US Government Accountability Office. November 2006. Available at <http://www.gao.gov/new.items/d0754.pdf>

Julie M. Donohue PhD, Marissa Cevalco B.A., Meredith B. Rosenthal, PhD. 2007 A Decade of Direct-To-Consumer Advertising of Prescription Drugs. New England Journal of Medicine Volume 357:673-681. Available from <http://content.nejm.org/cgi/content/full/357/7/673>