

**RESOLUTION 84-08A**

**Title:** Direct Public Advertising by Health Care Insurance Companies

**Introduced by:** Federico G. Mariona, MD, for the Wayne County Delegation

**Original Author:** Federico G. Mariona, MD

**Referred to:** Reference Committee B

**House Action:** Adopted

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**Whereas, for profit and not-for-profit vendors of health care insurance increasingly advertise to the public, and**

**Whereas, the content of their advertising is frequently deceptive, representing their services as the prime mover of medical care, and**

**Whereas, some of their claims are discordant with their true response to needed medical care; therefore be it**

**RESOLVED: That MSMS propose and advance legislation, as necessary, requiring “truth in advertising” from health care insurance companies selling policies in Michigan; and be it further**

**RESOLVED: That MSMS urge the Michigan Insurance Commissioner to determine whether insurance companies are misrepresenting through advertisements their involvement with medical care, past the point of selling a policy; and be it further**

**RESOLVED: That MSMS respond publicly to advertising that misrepresents the insurance companies as the providers of medical services and that promotes their being thanked by patients for allegedly having provided them with these services.**

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