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3 **RESOLUTION 25-09A**
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5 **Title: Stricter Fines for Violating Direct-to-Consumer**
6 **Advertisements**
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8 **Introduced by: P. Dileep Kumar, MD, for the St. Clair County Delegation**
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10 **Original Author: P. Dileep Kumar**
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12 **Referred to: Reference Committee E**
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14 **House Action: Adopted**
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17 **Whereas, the Food and Drug Administration (FDA) has the power to fine**
18 **the pharmaceutical companies, and**

19
20 **Whereas, the FDA has played a crucial role¹ in the \$634 million in fines**
21 **imposed on Purdue Pharma regarding its pain killer Oxycontin, and**

22
23 **Whereas, the FDA has imposed a fine of \$4.2 million² on the Red Cross**
24 **for failure to comply with requirements under federal laws and FDA**
25 **regulations relating to the collection of blood products, and**

26
27 **Whereas, the FDA has issued mere warning letters to Bayer AG for**
28 **misleading ads on the birth control pill Yaz; therefore be it**

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30 **RESOLVED: That the Michigan Delegation to the AMA ask the AMA to**
31 **lobby the Food and Drug Administration for stricter sanctions and monetary**
32 **fines against pharmaceutical companies for flouting the guidelines regarding**
33 **direct-to-consumer advertisements.**
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36 **WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE**

References:
1. **FDA Law Enforcers Protect Consumers' Health inside the Office of Criminal Investigations** <http://www.fda.gov/consumer/updates/oci072307.html>
2. **FDA Fines American Red Cross \$4.2 Million for Failure to Meet Established Blood Safety Laws** <http://www.fda.gov/bbs/topics/NEWS/2006/NEW01447.html>