

RESOLUTION 67-10A

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3 **Title: Privacy of Physician Prescriber Data**
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5 **Introduced by: Laura Carravallah, MD, for the MI Chapter, American**
6 **College of Physicians**
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8 **Original Author: Laura Carravallah, MD**
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10 **Referred to: Reference Committee E**
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12 **House Action: Adopted**
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15 **Whereas, pharmaceutical costs are one of the most significant sources**
16 **of health care expenditures, and**

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18 **Whereas, pharmaceutical companies use data on physician prescribing**
19 **patterns to target physicians with sophisticated sales tactics¹, and**

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21 **Whereas, physician-pharmaceutical relations are frequently identified**
22 **by the public as being one of the most serious potential conflicts of interest**
23 **for physicians; therefore be it**

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25 **RESOLVED: That MSMS seek legislation that would prohibit**
26 **pharmacies from providing physician-specific prescribing data to**
27 **pharmaceutical companies and other non-regulatory entities which are not**
28 **involved in an individual patient's care.**
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31 **WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE**

1.Fugh-Berman A, Ahari S. Following the Script: How Drug Reps Make Friends and Influence Doctors. PLoS Medicine, April 2007 4(4) e150 (accessed 28 October 2009 at www.plosmedicine.org)