

Title: Direct Marketing of Pharmaceuticals and Durable Medical Equipment

Introduced by: Sara Liter, DO, for the St. Clair County Delegation

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Referred to: Reference Committee A

House Action:

Whereas, direct marketing of pharmaceuticals and durable medical equipment is a thriving cottage industry, and

Whereas, currently “letter of approval” has been sent to senior citizens for Medicare supplied scooters that require physicians signature, and

Whereas, such advertisements are a waste of resources and time of several personnel; therefore be it

RESOLVED: That the Michigan Delegation to the AMA ask that our AMA work with the federal government and regulatory agencies to ban direct to consumer marketing of durable medical equipment such as scooters, and to institute substantial penalties to suppliers; and be it further.

RESOLVED: That the Michigan Delegation to the AMA ask that our AMA work with federal authorities to stop the circulation of “letter of approval” for scooters to the Medicare participants, which is a fraudulent practice.

WAYS AND MEANS COMMITTEE FISCAL NOTE: NONE