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Title: Celebrate Michigan Physicians  
Introduced by: David Whalen, MD, MPA, for the Kent County Delegation  
Original Author: Megan Edison, MD  
Referred To: Reference Committee C  
House Action: **APPROVED**

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Whereas, medicine is a unique calling, filled with incredible, unique physicians, and

Whereas, Michigan physicians have demonstrated publicly throughout this pandemic, the heroic efforts that have long been part of our profession, and

Whereas, extensive lobbying and public advertising campaigns by non-physician providers have blurred the lines between physician and non-physician providers, and

Whereas, often these advertising campaigns malign the compassion and "heart" of the physician, and

Whereas, there are no organizations truly championing who we are, as physicians, to the public; therefore be it

RESOLVED: That MSMS pursue a public awareness campaign celebrating how truly awesome Michigan physicians are and highlighting the diverse contributions of physicians to creating a better Michigan, as well as how the unique training as physicians prepares physicians to lead in education, research, public health, small business, philanthropy, and patient care.

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WAYS AND MEANS COMMITTEE FISCAL NOTE: \$4,500-\$9,000 for a messaging campaign.

**Relevant MSMS Policy:** None

**Relevant AMA Policy:**

**Responses to News Reports and Articles H-445.995**

Our AMA encourages the public relations committees of all county, state and national medical societies to initiate positive programs with the media and to make timely responses to misleading and inaccurate media releases giving the general public a more accurate and balanced perspective of the medical profession and medical issues.

**AMA Membership Moves Medicine™ - Advocating for patients and physicians**

<https://www.ama-assn.org/amaone/how-membership-moves-medicine>