

AMERICAN MEDICAL ASSOCIATION HOUSE OF DELEGATES

Resolution:
(A-05)

Introduced by: American Academy of Child and Adolescent Psychiatry
American Psychiatric Association

Subject: Direct-to-consumer Advertising of Pharmaceutical Products

Referred to:

WHEREAS, research clearly indicates that the direct-to-consumer advertising of pharmaceutical products increases the demand for specific medications, and

WHEREAS, our AMA has previously expressed concerns about the potential impact of direct-to-consumer advertising on the doctor-patient relationship, and

WHEREAS, pharmaceutical expenditures are rising at a rate faster than the increase in the overall cost of health care, and

WHEREAS, such increases are having a serious impact on access to necessary and appropriate medical services, and

WHEREAS, this trend has also given rise to pharmacy management programs and preferred drug lists, further increasing the administrative burden on physicians, and

WHEREAS, according to a survey conducted by the FDA's Center for Drug Evaluation and Research, approximately 75% of physicians believe that direct-to-consumer advertising causes patients to think that medications work better than they do, and

WHEREAS, many physicians indicate that they have felt pressure to prescribe a specific medication when patients mentioned direct-to-consumer ads, and

WHEREAS, only the United States and New Zealand currently allow direct-to-consumer advertising of pharmaceutical products, and

WHEREAS, pharmaceutical companies spent over \$25 billion on marketing and promotion in 2003, and

WHEREAS, the major pharmaceutical companies now spend approximately twice as much on "marketing and administration" as they spend on "research and development," and

WHEREAS, our AMA has previously stated, “Physicians should encourage and engage in studies regarding the effect of direct-to-consumer advertising on patient health and medical care;” therefore, be it

RESOLVED, that our AMA Council on Scientific Affairs review the experience to date with direct-to-consumer advertising of pharmaceutical products and prepare a report estimating the increased expenditures directly attributable to such marketing efforts, as well as the impact of direct-to-consumer advertising on prescribing patterns, treatment compliance, patient safety and the quality of health care; and be it further

RESOLVED, that our AMA Council on Scientific Affairs work in conjunction with our Council on Legislation to review and evaluate strategies designed to minimize the potential negative impact of direct-to-consumer advertising of pharmaceutical products, including, but not limited to, proposals to establish a time-limited moratorium on such advertising following initial approval of a medication by the Food and Drug Administration.

Relevant AMA Policy:

H-105.988 Direct-to-Consumer Advertising (DTCA) of Prescription Drugs - (1) Our AMA considers acceptable those product-specific direct-to-consumer advertisements (DTCA) that follow the guidelines for such advertisements that were developed by the AMA, in consultation with the FDA, in 1993

E-5.015 Direct-to-Consumer Advertisements of Prescription Drugs - The medical profession needs to take an active role in ensuring that proper advertising guidelines are enforced and that the care patients receive is not compromised as a result of direct-to-consumer advertising.

D-105.998 Direct to Consumer Advertising - Our AMA will request the appropriate federal agency to enforce the direct-to-consumer advertising guidelines and regulations according to AMA Policy H-105.998. (Res. 714, I-03)

H-105.992 Pharmaceutical Advertising - Our AMA supports calling upon the pharmaceutical industry to work with the AMA to promote print and electronic advertising that will educate the American public not only as to the beneficial effects of their over-the-counter products but also to the potential adverse effects of indiscriminate use of those same products. (Res. 92, I-89; Reaffirmed: Sunset Report, A-00)