

## Ensuring physician database privacy

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For more than 60 years, the AMA has licensed its AMA Physician Masterfile database to the health care community to serve the public good and the medical industry. Through the AMA Privacy Policy, physicians are provided a means to control access to their AMA Physician Masterfile information, as well as the prescribing data appended to it by 3rd parties and used by pharmaceutical sales representatives.

The types of licensing organizations that use the AMA Physician Masterfile database include hospitals, medical schools, pharmaceutical companies, medical equipment and supply companies, consultants, market researchers, insurance companies, commercial organizations, medical publishers, CME providers, physician recruiters and investment firms and other entities.

Use of the AMA Physician Masterfile is controlled through stringent data licensing agreements. Physicians may update or view their AMA data files by visiting the Online Data Collection Center.

### Database licensees

The AMA began licensing its Physician Masterfile to external users more than 60 years ago. Today, the AMA has license agreements with database licensees who specialize in a variety of marketing services for the medical community.

For a list of licensees, review the [AMA Database Licensees \(PDF\)](#) document.

The AMA also developed a set of best practices guidelines for the use of prescribing data by industry. These guidelines reinforce to the pharmaceutical industry the responsible use of these data.

Through the licensees, the AMA Physician Masterfile has been made available to hospitals, medical schools, pharmaceutical companies, medical equipment and supply companies and other institutions interested in supplying goods and services to medical community. AMA's database licensees specialize in direct mail, sales call reporting and other database marketing services.

Companies and organizations interested in becoming a database licensee can email an inquiry to [AMA Database Licensing](#).

## **Data Licensing Privacy Notice/Do Not Contact or Release Information**

Since 2002, the AMA Department of Database Licensing has used the AMA Data Licensing Privacy Notice (PDF) for the distribution of physician data. The AMA Data Licensing Privacy Notice addresses important information about AMA data collection, maintenance and licensing, AMA security procedures and the distribution of AMA physician data.

It also gives physicians and medical students the option to restrict unwanted correspondence or opt out of having their information routinely licensed. Physicians may place a request to add a Do Not Contact (DOC) or Do Not Release (DOC) restriction to their AMA Physician Masterfile record.

To submit the "Do Not Contact" form via mail or fax, print the form and mail or fax it. You can also set up the "No Contact" restriction by calling AMA at (800) 621-8335.

## **Physician Data Restriction Program**

In 2006, the privacy notice was enhanced to include information on the AMA's Physician Data Restriction Program. The program empowers physicians by allowing them to restrict pharmaceutical sales representatives from accessing their prescribing data.

## **Fax opt out**

If you wish to discontinue receiving future faxed advertisements from the AMA, please fill out an opt-out request. As required by law we will comply with your request within the shortest reasonable time, not to exceed 30 days.