Whereas, Hospitals in the United States spend an estimated 1.5 billion dollars per year in advertising; and furthermore, it is likely that hospital advertising drives up healthcare costs even more by promoting inefficient, inappropriate and/or unnecessary healthcare utilization; and

Whereas, The content of hospital advertising is generally devoid of information that helps consumers make meaningful choices about their health care, is often misleading and does not lead to improved health outcomes; and

Whereas, Well over 50% of hospital revenue is received from Medicare and Medicaid which ought to make hospital advertising an obligatory subject of public scrutiny and government oversight; and

Whereas, The Supreme Court has upheld an FTC ruling which invalidated the long-standing AMA ban on physician and hospital advertising, making an immediate outright prohibition of hospital advertising unlikely; therefore be it

RESOLVED, That our American Medical Association advocate for regulations which promote responsible hospital and medical advertising. (New HOD Policy)

Fiscal Note: Not yet determined

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