Introduced by: Resident and Fellow Section

Subject: Solicitation Using the AMA Brand

Referred to: Reference Committee F

Whereas, Some physicians are turned off by third party solicitation material mailed with the AMA brand, such as regarding disability insurance or student loan refinancing, potentially harming the AMA’s reputation and costing physician membership; and

Whereas, Financial literacy websites such as White Coat Investor detail the flaws in the AMA branded third party disability insurance plan¹; and

Whereas, There is a financial and environmental cost to printed solicitation; and

Whereas, Associating the AMA brand to specific third-party products may or may not be in the best interest of the AMA or current and potential AMA members; therefore be it

RESOLVED, That our American Medical Association create a task force to study and report back on the use of AMA branded solicitation material mailed to physicians, the impact it has on the perception of our AMA by current and potential physician members, and the merits of continuing to use these materials in future communications (Directive to Take Action); and be it further

RESOLVED, That our AMA survey our membership on the preferred method to receive third party solicitation material (mail, phone, email, social media) and provide a method to opt-out of certain methods if not desired. (Directive to Take Action)

Fiscal Note: Not yet determined

Received: 09/30/22

References:
1. AMA’s Disability Insurance: You Get What You Pay For - White Coat Investor