procedures of the AMA office of advertising evaluation

(SCIENTIFIC JOURNALS)

The AMA Office of Advertising Evaluation is responsible for applying the foregoing principles and standards to advertising copy submitted for inclusion in AMA scientific journals. It will do so in accordance with the following procedures:

1. *Submission of Data.*—The Office of Advertising Evaluation requires that scientific data be submitted to substantiate claims made for new products (such as drugs, devices, and foods) or new claims for products which have appeared previously in AMA scientific journals.

2. *Type of Data Needed.*—Data should include pertinent reports—published and unpublished, favorable and unfavorable—of clinical and laboratory investigations covering the efficacy and relative safety of the product under consideration. These data should be based upon sound studies and should be sufficiently comprehensive to permit a critical evaluation of the subject matter. While the quantity of the scientific data required will depend on the type of product, the nature of the medical problem involved, and the claims made in the advertising copy, the quality of the evidence is regarded as highly important; in this respect, the importance of suitable controls is emphasized. Compilations of subjective individual case reports and testimonials are not considered acceptable evidence. The unpublished portions of all submitted data will be regarded by the Office of Advertising Evaluation as confidential, and consultants will be requested to treat them accordingly.

3. *Consultation.*—The AMA Office of Advertising Evaluation frequently seeks the opinions of consultants and recognizes the statements formulated by AMA Councils and Committees in determining the eligibility of products and the suitability of claims. The consultants to the Office of Advertising Evaluation are persons who have been selected for their competence in the specialties involved. The names and affiliations of the consultants are not made available.

Time Requirements of the Office of Advertising Evaluation

Although the Office of Advertising Evaluation cannot guarantee adherence, in all cases, to a fixed time schedule, every effort will be made to expedite completion of AMA consideration in the following time intervals:

Advertisements for Eligible Products with No New Claims.—From the time copy is received, 5 working days should be allowed for AMA consideration.

Advertisements Involving New Claims for, or Modifications of Currently Eligible Products, Or Both.—From the time copy and, if necessary, supportive data are received, 10 working days should be allowed for AMA consideration.

Advertisements for New Products.—From the time copy and supportive data are received, 15 working days should be allowed for AMA consideration. Unless accompanied by supportive data, proposed advertisements for new products cannot be considered by the Office of Advertising Evaluation.

In those cases in which AMA consideration cannot be completed prior to the expiration of the foregoing time intervals, the advertiser or agency will be so informed.

As a matter of policy, the AMA periodically will review its advertising principles with the view of keeping pace with changes that may occur in the industry and in the profession. It is hoped by this practice of continuous review and reevaluation to insure and improve the timeliness, relevancy and appropriateness of the advertising content of AMA scientific publications.

Correspondence, proposed advertisements, supportive data, etc. should be addressed to:

Office of Advertising Evaluation
American Medical Association
535 North Dearborn Street
Chicago, Illinois 60610