

APPENDIX IX

A STUDY OF MEDICAL ADVERTISING AND THE AMERICAN PHYSICIAN
PART II. THE PHYSICIANS' VIEWPOINT

An Opinion Survey Made for the American Medical Association *

RECOMMENDATIONS TO THE AMERICAN MEDICAL ASSOCIATION

The two main purposes of this study were to learn why JAMA advertising space sales have fallen behind those of MEDICAL ECONOMICS and MODERN MEDICINE and how to reverse this trend; and to gather information which will be useful in promoting JAMA.

The facts uncovered have pertinence in varying degrees to various departments within the AMA organization. This section of the report attempts to summarize the significance of the findings to the Councils, the Business Office, and the Editorial Department.

A. RECOMMENDATIONS TO THE COUNCILS

The findings indicate that the crux of the problem of selling advertising space in AMA publications lies in the fundamental relationship between medical manufacturers and the Councils.

The solution of this problem involves much more for the AMA than just advertising revenue: it involves as well the future strength of the leadership which the AMA can exert directly through the Councils on medical products, nomenclature, and medical advertising.

The medical manufacturer is torn two ways: he realizes that the AMA's restraining influence on medical marketing and medical advertising claims, through the Council Seals of Acceptance, is beneficial for the industry over the long term, and therefore tends to want to support it; but on the other hand, he rebels against the restraint in specific instances, knows from experience that he can sell the physician on the product without having the Seal, and can advertise it as he wishes through non-Council-supervised publications.

The question of whether or not to submit a particular product for Council Acceptance then becomes a problem of weighing the advantages of having the Seal against the disadvantages of requirements for Acceptance and the limitation of claims in advertising, in the specific instance.

The current trend seems to be for the medical manufacturer to circumvent the AMA by taking his product directly to the physician without submitting it to the Councils. Because of this fact, the AMA publications are to an increasingly large extent barred to him as advertising media, and therefore, he is necessarily relying more and more on ME and MD advertising pages to tell his product story.

* by Ben Gaffin & Associates, Chicago, Illinois, August 31, 1953.