

The main reason for this trend is that the manufacturer knows from experience that he can successfully advertise and market non-Council Accepted products as long as the product is not a controversial one, and his firm name is well-established. To get Council Acceptance in such a case is to bind himself to the limitation of claims allowed by the Council, submit to what he considers may be long-drawn-out and excessively formalistic negotiations, and get in return an approval which he believes has little or no practical value.

The solution to this problem facing the AMA seems to be four-fold:

1. Review the Council rules, make them as simple and clear-cut as possible, and eliminate all requirements which are not essential to the fundamental purposes of the Councils.
2. Streamline the administrative procedures involved in getting Council Acceptance so as to make it as easy and as quick as possible for the manufacturer, as long as he meets the essential requirements.
3. Undertake a broad educational program to inform the American physician why the Councils exist, how they operate, and why the physician should be prejudiced in favor of products which bear the Seal; and why the physician should use generic names in writing prescriptions.
4. Have Council or other top AMA staff members explain to the medical manufacturers why the Councils exist and how they operate, what is involved in getting Council Acceptance for a product, and why it is to the manufacturers' long-term advantage to get Council Acceptance whenever possible. This can be done through speeches at meetings of medical manufacturers and advertisers, through direct mail, through exhibits at medical conventions, and through presentations made to the manufacturers and advertising agencies by the AMA service representatives. In view of the fact that the personnel of the manufacturers and agencies are continually changing, it must be a continuous and never-ending process.

UNLESS THE AMA TAKES POSITIVE STEPS TO REVERSE THE PRESENT TREND, THE INFLUENCE OF THE COUNCILS WILL CONTINUE TO LESSEN AND THE MEDICAL PROFESSION WILL SUFFER THROUGH LOWER STANDARDS OF MEDICAL MARKETING AND ADVERTISING. ADDITIONALLY, THE AMA WILL FIND THAT ITS PUBLICATIONS WILL ATTRACT A CONTINUOUSLY DECREASING AMOUNT OF ADVERTISING.

B. RECOMMENDATIONS TO THE BUSINESS OFFICE

The survey of advertisers reveals an underlying belief on the part of the majority of advertisers that AMA space-selling and promotion methods have not kept up with the changing times and the changed competitive conditions introduced by the growth of ME and MM.