

Endorsement by the AMA of Products and Services

2006

This position statement outlines the AMA's guiding principles when considering requests for endorsement by the AMA of products and services.

1. Preamble

- 1.1 The AMA recognises that endorsement is effectively associating the AMA's name and reputation with other organisations. Endorsement may enhance or diminish the AMA's reputation as a professional body.
- 1.2 Consideration needs to be given as to whether the benefits which would flow either to the AMA or to its members through endorsement of certain products or services outweighs the potential risk to the AMA's reputation.
- 1.3 Endorsement must be consistent with AMA policy, aims, and objectives, and in the best interests of the membership of the AMA.
- 1.4 Products considered for endorsement may include commercial products and services where the AMA gains a pecuniary benefit and non-commercial products and services such as clinical guidelines and health campaigns where the AMA gains some other form of benefit such as an enhanced reputation.
- 1.5 The AMA does not consider it appropriate to endorse any therapeutic goods, as defined by the *Therapeutic Goods Act 1989 (C'th)* nor any products or services that are clearly in conflict with AMA policies and values (eg., products that harm the public health such as tobacco products).

2. Conflict of Interest

- 2.1 In order to maintain its strength and credibility, the AMA must be independent and remain at arms length from the influence of third parties, including governments, commercial organisations, and others.
- 2.2 Endorsement of products raises the potential of an actual or perceived conflict of interest. A conflict of interest occurs when a particular relationship or practice gives rise to two or more contradictory interests.
- 2.3 Actual or perceived conflicts of interest for the AMA must be avoided. Such conflicts may damage the AMA's reputation for independence and objectivity, thus compromising its lobbying and advocacy role to the detriment of patients and medical practitioners.

3. Other Considerations

- 3.1 Endorsement must not lead to the AMA's being included in legal action should a product or service prove not to be suitable for the purposes for which it is intended.
- 3.2 Procedures for deciding whether or not to endorse a particular product will be undertaken by a fair, transparent, and accountable process in a timely manner.

4. Sponsorship of AMA Events

- 4.1 The acceptance of sponsorship for an AMA event, such as a conference, may be perceived as AMA endorsement of that particular organisation, product, or service; **however**, the acceptance of sponsorship does not in any way indicate or imply endorsement by the AMA.

5. Advertising in AMA Publications

- 5.1 The acceptance of advertising in AMA publications may be perceived as AMA endorsement of that particular organisation, product, or service being advertised; **however**, the acceptance of advertising does not in any way indicate or imply endorsement by the AMA.

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