

AMA Endorsement 2014

1. Scope

- 1.1 This Position Statement sets out the AMA's policy when considering requests by individuals or organisations for AMA endorsement of products, services or other activities (herein 'products and services'). For example, this includes (but is not limited to) requests to endorse:
- non-therapeutic products¹;
 - health or other services;
 - public health or other campaigns;
 - research proposals;
 - clinical books or guidelines.
- 1.2 AMA endorsement involves the Association providing its support and approval of a product or activity. For the purposes of this position statement, AMA endorsement does not involve providing financial support or receiving financial compensation for endorsing a product or service².

2 Principles

- 2.1 The AMA strives to:
- preserve, maintain, promote and advance the intellectual, philosophical, social, political, economic and legal interests of AMA members;
 - promote the wellbeing of patients and take an active part in the promotion of health care programs for the benefit of the community and to participate in the resolution of major social and community health issues.
- 2.2 The AMA may choose to endorse a product or activity that enhances the Association's capacity to fulfil these aims and objectives; however, endorsement must support, and not undermine, its mission.
- 2.3 AMA endorsement effectively associates the AMA's name and reputation with an individual or organisation as well as the endorsed product or service. When making an endorsement decision, the AMA must consider the potential for actual or perceived conflicts of interest to develop (a conflict of interest is where a particular relationship gives rise to two or more contradictory interests). Endorsements must not diminish, or be perceived to diminish, the organisation's integrity as a trustworthy, independent lobby group nor must our ability to advocate for our members, patients and the wider public be compromised.
- 2.4 The AMA will consider any endorsement requests fairly and confidentially and will strive to ensure its decisions are transparent, accountable and timely.

3 Criteria for endorsing a product or activity

- 3.1 AMA endorsement must:
- be consistent with AMA values, aims, objectives, and policies;
 - preserve or promote trust in the AMA and the wider medical profession;
 - not undermine the public good and public health policy;
 - maintain the credibility and effectiveness of the AMA brand.
- 3.2 The development and implementation of AMA policies and positions must not be influenced by its endorsements.
- 3.3 The AMA must retain control over its corporate identity including use of the AMA logo.

- 3.4 The AMA must retain the ability to choose its relationships with other individuals or organisations requesting endorsement or with which the AMA has a commercial or funding relationship.
- 3.5 The AMA will maintain absolute independence in the selection and review of endorsements.
- 3.6 The acceptance of advertising in AMA publications, digital, or social channels or sponsorship of AMA events does not in any way indicate or imply endorsement by the AMA.

Reproduction and distribution of AMA position statements is permitted provided the AMA is acknowledged and that the position statement is faithfully reproduced noting the year at the top of the document.

References

¹ The AMA does not endorse therapeutic goods, as defined by the *Therapeutic Goods Act 1989 (C'th)*

² For requests for endorsement or to enter into a financial (commercial or funding) relationship, please contact the Federal AMA.