



## **Unsolicited Communications Position Statement**

**Approved by the Board of Regents November 2016**

**ACP opposes unsolicited communications (“cold calling”) of pharmaceuticals, durable medical equipment, supplies, and healthcare services that target patients and/or physicians and/or other prescribing clinicians including via direct mail, telecommunications, or facsimile. ACP believes this practice can lead to inappropriate treatment, interferes with the patient-clinician relationship, adds unnecessary costs to the health care system, and raises legal issues.**