

YALE L.J.  
(No action), "The American Medical Association: Power, Purpose, and Politics in Organized Medicine"  
63 Yale Law J 938 - 1022, May 1954

1011 - 1018 - This is in the 1949-50 efforts

by the end of 1948, great worry about "compulsory health insurance" - caused by  
a) the 1948 election outcome, b) the Atlee govt program.

1012 so, "new, more effective opposition techniques"

1012 so, the AMA 14 delegates decided to fund a big war chest to educate the US people vs. social medicine - hired Whitaker + Baxter to run the ad campaign (this is just after the 1948 election)

→ lot of activity in 1949 - org, pamphlets, many collected & spent, etc. - really a general propaganda campaign.

1014 - an estimated \$1 million spent on literature (> 55M pieces) in 1949.

1014 - "The National Education Campaign soon produced a marked effect. Former Congressional supporters of the President's plan in Congress began to withdraw their backing, and by November many sponsors conceded that there was no hope of enacting any health insurance law in the first session of the 81st - First Congress."

Also is an example of slack resources aroused (Doctors 9 by after their MC's etc.)

Yale Law J on AMA #2

1015 "Feeling that the 1949 success provided only temporary respite, organized medicine planned its 1950 Campaign to end conclusively the threat of national health insurance."

1015 Again, in 1950, money in 7 figures spent for propaganda

1015 AMA did not finally openly endorse cards for election.

1016 so, member doctors formed Healing Acts or Medical-Vital Committees to help defeat supporters of NHI.

1016: "Previous experience in special elections had demonstrated the effectiveness of such committees. During the 1949 election in the 26th Pennsylvania Congressional District, the Healing Acts Committee mailed more than 190,000 letters, made more than 120,000 personal telephone calls, placed a series of twelve advertisements in every newspaper in the District, and purchased radio time to urge the election of John P. Saylor & the defeat of his Democratic opponent, who had endorsed the President's program. The total vote approached the District's turnout for the 1948 presidential election and more than 20,000 Democrats switched their votes to elect Saylor."

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1016: "During the 1950 campaign, doctors in many states formed their own (A) committees. In Wisconsin, the Physicians for Freedom helped to defeat Representative Andrew Biemiller through posters, advertisements, & campaign lit. included with monthly bills to patients. In Florida, similar tactics were used against Senator Claude Pepper in his unsuccessful bid for re-election. Tallahassee hospital patients received breakfast trays upon which were placed cards reading, 'This is the season for curing Pepper.' And in Ohio the Physicians Committee for Truth was politically active in industry support."

1017 And, 1950 outcomes were good.

"The Democratic platform in 1952 made no mention of national health insurance."