



YES ON 46 SAVE LIVES

www.YesOn46.org

Dr. Richard Thorp
California Medical Association
1201 J St, Suite 200
Sacramento, California 95814

October 3, 2014

Dr. Thorp,

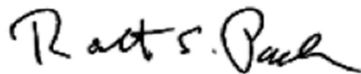
On Monday, I called on you to pull from the airwaves your outrageous new TV ad against Proposition 46 that was called “shamelessly deceptive” by the San Jose Mercury News, “baloney” and “jaw-droppingly deceptive” by the Los Angeles Times. Yesterday the ad earned the Sacramento Bee’s highest dishonor when it named the ad an “outright lie.”

It’s disgraceful that doctors are behind an ad that intentionally stokes false fears about a medical tool that could have saved my children’s lives, and is certain to save many thousands more. The California Medical Association will lose its last shreds of credibility if you continue to stick by the ad’s “whopper” claims, as the Bee put it, and of which the Times said “practically everything it wants voters to believe about the measure is wrong.”

I have spent a decade of my life working to improve patient safety in California, building the CURES prescription drug database as a life-saving tool so no other family has to go through the tragedy mine did. It is galling to me, and to the memory of my children, to be bombarded with these mistruths about a database that is secure, fully-funded, and has never been breached.

Dr. Thorp, California patients and voters deserve better. Denounce this ad’s lies and remove it from the air immediately.

Sincerely,



Bob Pack
Father of Troy and Alana, proponent of Proposition 46