

May 15, 2026

The Honorable Christopher Coons
U.S. Senate
218 Russel Senate Office Building
Washington, DC 20510

The Honorable Amy Klobuchar
U.S. Senate
425 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Marsha Blackburn
U.S. Senate
357 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Thomas Tillis
U.S. Senate
113 Dirksen Senate Office Building
Washington, DC 20510

Dear Senators Coons, Blackburn, Klobuchar, and Tillis:

On behalf of the physician and medical student members of the American Medical Association (AMA), I write in support of S. 1367, the “Nurture Originals, Foster Art, and Keep Entertainment Safe Act of 2025” (NO FAKES Act). The bill would protect individuals from the unauthorized use of their voice or visual likeness through AI-generated “digital replicas.” As generative AI enables new innovations, it increases exposure to deceptive digital media that can mislead consumers, damage professional reputations, and erode public trust. The NO FAKES Act would help deter this misconduct and hold bad actors accountable.

Deepfakes are especially problematic when it comes to the delivery of health care services and information. They can spread convincing medical misinformation at scale, frequently pushing patients towards unproven and potentially unsafe treatments, prompting unsafe health decisions, delaying appropriate care, or undermining adherence to evidence-based treatment. They can also inflict lasting damage on a physician’s professional reputation, licensure, employment prospects, and credibility, often before false content can be corrected or disproven. These harms pose real threats to patient safety and to public trust in medicine.

The Federal Trade Commission and several states have acknowledged the importance of prohibiting unauthorized AI-generated deepfakes. However, there are no clear federal protections for individuals whose identity is stolen by scammers, making legislation necessary to protect physicians’ identities online. Without appropriate oversight, deepfakes can enable patient manipulation, potentially leading to serious harm, including injury or death.

We strongly support Congressional action to develop comprehensive federal legislation on deepfake technology to uphold the integrity of the medical profession, increase awareness of risks associated with deepfake content, close regulatory gaps, and safeguard patient well-being across all communities.

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The AMA commends you on your commitment to this important issue, and we look forward to working with you to advance S. 1367 in the 119th Congress. Please reach out to me directly at 312-464-5288 or John.Whyte@ama-assn.org if you have questions or need further information.

Sincerely,

A handwritten signature in black ink, appearing to read "John Whyte". The signature is fluid and cursive, with a large initial "J" and a long, sweeping tail.

John Whyte, MD, MPH