
DIGEST

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HB 961 Original

2016 Regular Session

Cromer

Abstract: Requires educational or marketing materials for prescription drugs directed to healthcare providers to include price information.

Proposed law requires any person providing educational or marketing materials regarding a prescription drug to a healthcare provider with the intent that the provider may prescribe the drug for use by his patients to include, at a minimum, the following price information in the materials:

- (1) The date that the educational or marketing materials were prepared.
- (2) The average wholesale price of a 30-day supply of the drug described in the materials, or if the described drug is designed to be administered for a duration of therapy of less than 30 days, the proposed duration and average wholesale price for that period of time.

A violation of proposed law constitutes a prohibited practice under the Unfair Trade Practices and Consumer Protection Law.

(Adds R.S. 37:1742.11)