

Bill Summary
1st Session of the 60th Legislature

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| Bill No.: | SB 771 |
| Version: | INT |
| Request No. | 1438 |
| Author: | Sen. Deevers |
| Date: | 01/15/2025 |

Bill Analysis

SB 771 prohibits any pharmaceutical company from engaging in direct-to-consumer advertising of prescription drugs. Any individual or entity violating this provision shall be guilty of a felony and subject to a term of imprisonment not to exceed 5 years and/or a maximum fine of \$500,000.00. Each instance of prohibited advertising shall constitute a separate offense. The provisions of this measure shall not apply to education materials, internal communications, public health campaigns, promotions of clinical trials, informational media informing viewers about insurance coverage, and patient assistance programs.

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