H. R.  

To direct the Secretary of Health and Human Services to issue guidance requiring the list prices of drugs to be included in advertisements for such drugs.

IN THE HOUSE OF REPRESENTATIVES

Ms. DAVIDS of Kansas introduced the following bill; which was referred to the Committee on __________________________

A BILL

To direct the Secretary of Health and Human Services to issue guidance requiring the list prices of drugs to be included in advertisements for such drugs.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Transparency in Prescription Drug Advertising Act”.

SEC. 2. PRICING TRANSPARENCY IN DRUG ADVERTISING.

(a) IN GENERAL.—Not later than one year after the date of enactment of this Act, the Secretary of Health and
Human Services, in consultation with the Commissioner of Food and Drugs and the Administrator of the Centers for Medicare & Medicaid Services, shall issue department-wide guidance requiring the list prices of drugs to be included, as appropriate, in all advertising of drugs, including by means of television, newspapers, the Internet, or other media.

(b) Enforcement; Consistency.—The guidance under subsection (a)—

(1) shall include appropriate enforcement mechanisms for failure to make disclosures in accordance with the guidance; and

(2) should be consistent with the regulation of the Centers for Medicare & Medicaid Services related to drug pricing transparency.