

2026 Regular Session

HOUSE BILL NO. 277

BY REPRESENTATIVE BAMBURG

DRUGS/PRESCRIPTION: Requires educational or marketing materials for prescription drugs directed to healthcare providers to include price information

1 AN ACT

2 To enact Part VI-C of Chapter 20 of Title 37 of the Louisiana Revised Statutes of 1950, to  
3 be comprised of R.S. 37:1742.11, relative to prescription drug prices; to require  
4 educational or marketing materials for prescription drugs directed to healthcare  
5 providers to include price information; to provide for the minimum amount of  
6 information required; to provide for enforcement; and to provide for related matters.

7 Be it enacted by the Legislature of Louisiana:

8 Section 1. Part VI-C of Chapter 20 of Title 37 of the Louisiana Revised Statutes of  
9 1950, comprised of R.S. 37:1742.11, is hereby enacted to read as follows:

10 PART VI-C. DISCLOSURE OF PRESCRIPTION DRUG PRICE INFORMATION

11 §1742.11. Disclosure of prescription drug price information; educational or  
12 marketing materials; minimum content; violations

13 A. Any person providing educational or marketing materials regarding a  
14 prescription drug to a healthcare provider with the intent that the provider may  
15 prescribe the drug for use by his patients shall include price information in the  
16 materials and disclose if there is a biosimilar or generic drug available for the same  
17 disease state.

18 B. The price information required by this Section shall include at a minimum  
19 all of the following:

20 (1) The date that the educational or marketing materials were prepared.

1           (2)(a) The average wholesale acquisition cost of a thirty-day supply of the  
2           drug described in the materials.

3           (b) If the described drug is designed to be administered for a duration of  
4           therapy less than thirty days, the proposed duration and average wholesale price for  
5           that period of time.

6           C. A violation of the provisions of this Section shall constitute a prohibited  
7           practice under the Unfair Trade Practices and Consumer Protection Law, R.S.  
8           51:1401 et seq., and shall be subject to the enforcement provisions of that Chapter.

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#### DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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HB 277 Original

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Bamburg

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

Proposed law provides that any person providing educational or marketing materials related to a prescription drug shall inform the healthcare provider of any biosimilars or generic drugs available for the same disease state.

Proposed law requires any person providing educational or marketing materials related to a prescription drug to a healthcare provider with the intent that the provider may prescribe the drug for use by his patients shall 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 less than 30 days, the proposed duration and average wholesale price for that period of time.

Proposed law provides that a violation of proposed law constitutes a prohibited practice under present law, the Unfair Trade Practices and Consumer Protection Law.

(Adds R.S. 37:1742.11)