
DIGEST

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HB 277 Original

2026 Regular Session

Bamberg

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)