



- (4) The prices for the drug that are charged to purchasers outside the U.S., by country, for a representative set of countries determined by the committee.
- (5) Prices charged to typical La. purchasers.

Proposed law provides that failure of a manufacturer to provide the required information is a prohibited practice under the Unfair Trade Practices and Consumer Protection Law.

Proposed law requires information reported to the committee to be kept confidential and prohibits the disclosure of the information as a public record. Further requires any public reporting of information to be aggregated to protect the financial, competitive, or proprietary nature of the information.

Proposed law requires the committee to prepare an annual report on prescription drug prices and their role in overall healthcare spending in the state based on the data submitted to the committee. Further requires the committee to include in the report a list of those prescription drugs that have a cost in La. that is excessively high when compared with the cost of the drug in other states and countries and when compared with the overall cost of researching, developing, and producing the drug in light of the number of years the drug has been made available for distribution.

Proposed law requires any person engaging in any form of prescription drug marketing directly 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 name of the drug and of the current manufacturer.
- (3) 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.
- (4) The date that the drug was first marketed in the U.S. and the average wholesale price as of that date.
- (5) The average wholesale price on each date that the price of the drug has changed since the drug was first marketed in the U.S.

Proposed law requires the completed form to be provided to the healthcare provider at the same time and in the same manner as any other marketing materials provided to the provider. Further provides, if the marketing activities are performed telephonically, the form to be sent to the healthcare provider by mail or electronically within one business day of the marketing activity.

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

Effective August 1, 2026.

(Amends R.S. 44:4.1(B)(11); adds R.S. 22:1870.10-1870.18)