

# OFFICE OF FISCAL ANALYSIS

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<http://www.cga.ct.gov/ofa>

sHB-6062

## AN ACT PROHIBITING DIRECT-TO-CONSUMER PRESCRIPTION DRUG ADVERTISEMENTS.

### **OFA Fiscal Note**

#### **State Impact:**

Agency Affected	Fund-Effect	FY 26 \$	FY 27 \$
Consumer Protection, Dept.	GF - Cost	165,000	210,000
Resources of the General Fund	GF - Cost	61,921	82,562

Note: GF=General Fund

**Municipal Impact:** None

#### **Explanation**

The bill makes it an unfair trade practice violation for any individual or entity to directly advertise a legend drug to a consumer resulting in a cost to the state.

To meet the requirements of the bill DCP will have to hire one drug control agent and one staff attorney for a FY 26 cost of \$165,000<sup>1</sup> and a FY 27 cost of \$210,000, along with associated fringe benefits costs of \$61,921 in FY 26 and \$82,562 in FY 27. The additional employees are needed to review complaints, perform investigations, and conduct enforcement against any person or entity who violate the provisions of the bill. This is anticipated to generate a significant number of complaints.

#### **The Out Years**

The annualized ongoing fiscal impact identified above would continue into the future subject to employee wage increases and

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<sup>1</sup>FY 26 costs reflect nine months of expenditures due to the bills 10/1/25 effective date.

inflation.