

General Law Committee JOINT FAVORABLE REPORT

Bill No.: HB-6062

AN ACT PROHIBITING DIRECT-TO-CONSUMER PRESCRIPTION DRUG

Title: ADVERTISEMENTS.

Vote Date: 3/24/2025

Vote Action: Joint Favorable

PH Date: 2/19/2025

File No.:

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SPONSORS OF BILL:

General Law Committee

Rep. Dave Rutigliano, 123rd District

Rep. Vincent Candelora, 86th District

Rep. Tom O'Dea, 125th District

REASONS FOR BILL:

This bill intends to ban advertising that markets prescription drugs directly to consumers. It has been noted that the United States and New Zealand are the only two countries that allow such advertising. It can be argued that banning these ads would limit the spread of misinformation, allow prescribers to use their best judgement, and reduce prescription drug companies' advertising expenses.

RESPONSE FROM ADMINISTRATION/AGENCY:

[Bryan Cafferelli, Commissioner, Department of Consumer Protection \(DCP\)](#) notes that this legislation would require the Department to track advertisements for over 19,000 prescription drugs that are currently on the market in the United States. DCP would also have to determine if the ads targeted a consumer within Connecticut. Commissioner Cafferelli states that DCP would require additional resources to enforce the provisions of this legislation.

NATURE AND SOURCES OF SUPPORT:

[An anonymous physician](#) submitted written testimony in support of the bill. This individual argues that prescription drug ads causes patients to view pharmaceuticals as "consumables" instead of dangerous medicines that must be prescribed with caution. They also maintain that patients who are manipulated by marketing should not be hassling their doctors to be

prescribed drugs that may not be appropriate for them. They support the legislation because "direct-to-consumer pharmaceutical advertising negatively influences the practice of medicine in this state."

NATURE AND SOURCES OF OPPOSITION:

[Dr. Rachel Cottle Latham, Senior Director of State Policy, PhRMA](#) opposes HB 6062, arguing that it "raises serious constitutional concerns" and that it is "harmful to patients." They believe that the legislation raises First Amendment questions and is likely to be ruled unconstitutional. They provide citations from case law to support their argument. PhRMA also characterizes the proposed legislation as "anti-consumer" because advertisements improve patient awareness of diseases and their accompanying treatments. PhRMA cites 2017 polling that it sponsored itself as evidence that consumers think that prescription drug ads are helpful. They urge legislators to oppose HB 6062.

Reported by: Betsy Francolino

Date: 3/31/2025