

Direct-to-Consumer Prescription Drug Advertising Legislation in the 117th Congress

Numerous surveys have shown that direct-to-consumer prescription drug advertising imparts important benefits to consumers. However, some in Congress want to limit this category of advertising, either through moratoriums or limitations on the tax deductibility of advertising expenses. ANA has lobbied key Congressional committees in support of DTC pharmaceutical advertising, provided key witnesses for hearings, and distributed economic research in support of DTC advertising to key members of Congress.

ANA supports prescription drug advertising and opposes any attempts to limit or tax it. In this effort, ANA works with our member companies and industry groups such as the Pharmaceutical Research and Manufacturers Association (PhRMA) to protect the right of pharmaceutical manufacturers to communicate directly and effectively with consumers. We support PhRMA's Guiding Principles for Direct-to-Consumer Advertising, which can be viewed at http://www.phrma.org/direct_to_consumer_advertising/.

Senate

<i>Bill Number</i>	<i>Bill Title</i>
<u>S. 141</u>	End Taxpayer Subsidies for Drug Ads Act
<i>Sponsor</i>	<i>Description</i>
Shaheen (D-NH)	This bill would disallow the tax deduction for expenses relating to direct-to-consumer advertising of prescription drugs.
<i>Cosponsors</i>	<i>History</i>
22 (20 D, 2 I)	1.28.2021: Bill Introduced 1.28.2021: Referred to the Committee on Finance

House of Representatives

None yet introduced