

117TH CONGRESS
1ST SESSION

H. R. 4278

To direct the Comptroller General of the United States to conduct a study on how direct-to-consumer pharmaceutical advertising negatively impacts drug costs to consumers, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JUNE 30, 2021

Mr. MURPHY of North Carolina (for himself and Mrs. HARSHBARGER) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To direct the Comptroller General of the United States to conduct a study on how direct-to-consumer pharmaceutical advertising negatively impacts drug costs to consumers, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. GAO STUDY ON HOW DIRECT-TO-CONSUMER**
4 **PHARMACEUTICAL ADVERTISING NEGA-**
5 **TIVELY IMPACTS DRUG COSTS TO CON-**
6 **SUMERS.**

7 (a) IN GENERAL.—Not later than 180 days after the
8 date of the enactment of this Act, the Comptroller General

1 of the United States shall conduct a study on how direct-
2 to-consumer pharmaceutical advertising negatively im-
3 pacts drug costs to consumers. Such study shall focus
4 on—

5 (1) what steps may be taken by pharmaceutical
6 drug manufacturers and distributors to reduce the
7 higher drug costs paid by consumers as a result of
8 such advertising by splitting the cost of advertising
9 between each organization developing a particular
10 drug;

11 (2) the expectations of consumers and patients
12 with respect to the drugs so advertised; and

13 (3) the role such advertisements play in pro-
14 moting medication to patients for whom such medi-
15 cation may not be necessary.

16 (b) REPORT.—The Comptroller General shall—

17 (1) submit a report containing the results of
18 the study to—

19 (A) the Committee on the Judiciary and
20 the Committee on Energy and Commerce of the
21 House of Representatives; and

22 (B) the Committee on the Judiciary and
23 the Committee on Health, Education, Labor,
24 and Pensions of the Senate; and

1 (2) make such report publicly available.

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