

HB 1328 -- Prescriptive Information

Sponsor: Sater

This bill prohibits the use, sale, transfer, or licensing of any prescription information containing patient- or prescriber-identifiable data by certain entities for commercial purposes. Commercial purposes include advertising, marketing, promotion, or other activities that could be used to influence sales or market share of pharmaceuticals. Exceptions are provided for pharmacy reimbursement, formulary compliance, care management, utilization review, or health care research.