

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.

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## 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

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## 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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