

AMENDMENT TO
RULES COMMITTEE PRINT 116-14
OFFERED BY M _____ . _____

At the end of title I of the Rules Committee Print,
add the following:

1 **Subtitle D—Pricing Transparency**
2 **in Drug Advertising**

3 **SEC. 131. PRICING TRANSPARENCY IN DRUG ADVERTISING.**

4 (a) IN GENERAL.—Not later than one year after the
5 date of enactment of this Act, the Secretary of Health and
6 Human Services, in consultation with the Commissioner
7 of Food and Drugs and the Administrator of the Centers
8 for Medicare & Medicaid Services, shall issue department-
9 wide guidance requiring the prices of drugs to be included,
10 as appropriate, in all advertising of drugs, including by
11 means of television, newspapers, the internet, or other
12 media.

13 (b) REQUIRED DISCLOSURES.—The guidance under
14 subsection (a) shall require advertisements of brand-name
15 drugs to include, as available, the name and price of any
16 generic drug version of the brand-name drug—

17 (1) to enable consumers to compare the prices;
18 and

1 (2) to ensure transparency and market competi-
2 tion.

3 (c) **ENFORCEMENT; CONSISTENCY.**—The guidance
4 under subsection (a)—

5 (1) shall include appropriate enforcement mech-
6 anisms for failure to make disclosures in accordance
7 with the guidance; and

8 (2) should be consistent with the regulation of
9 the Centers for Medicare & Medicaid Services re-
10 lated to drug pricing transparency.

