

MAINE STATE LEGISLATURE

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ONE HUNDRED AND SIXTH LEGISLATURE

Legislative Document

No. 1590

S. P. 506

In Senate, March 26, 1973

Referred to the Committee on Health and Institutional Services. Sent down for concurrence and ordered printed.

HARRY N. STARBRANCH, Secretary

Presented by Senator Brennan of Cumberland.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SEVENTY-THREE

AN ACT Relating to the Advertising of Drug Prices.

Be it enacted by the People of the State of Maine, as follows:

R. S., T. 22, §§ 2204-D and 2204-E, additional. Title 22 of the Revised Statutes is amended by adding 2 new sections 2204-D and 2204-E, to read as follows:

§ 2204-D. Advertisements permitted

Any pharmacist shall be permitted to advertise to the public the current retail prices he charges for any drug, whether generic or otherwise, so long as such advertisements are not inconsistent with the laws of the State. Such advertising shall be subject to reasonable regulation by the Commissioner of Health and Welfare.

§ 2204-E. Posting prices

Each licensed pharmacy shall maintain on its premises in a conspicuous place a list of the 150 prescription drugs most frequently ordered and the pharmacy's current retail price for such drugs.

The Board of Commissioners of the Profession of Pharmacy shall annually prepare a list of the 150 prescription drugs ordered most frequently in the year immediately preceding the year in which such list is published.

STATEMENT OF FACT

The purpose of this bill is to:

1. Permit advertising of drug prices;
2. Posting prices.