

# MAINE STATE LEGISLATURE

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ONE HUNDRED AND SEVENTH LEGISLATURE

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**Legislative Document**

**No. 353**

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S. P. 97

In Senate, January 23, 1975

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

HARRY N. STARBRANCH, Secretary

Presented by Senator Conley of Cumberland.

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**STATE OF MAINE**

IN THE YEAR OF OUR LORD NINETEEN HUNDRED  
SEVENTY-FIVE

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**AN ACT** Relating to the Advertising and Posting of Drug Prices.

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

22 MRSA, §§ 2204-D and 2204-E, are enacted to read:

§ 2204-D. Advertisements permitted

Any pharmacist shall be permitted to advertise to the public the current retail prices he charges for prescription drugs. Such advertising may be according to either the brand or generic name of each prescription drug, or both. This advertising shall not be inconsistent with the laws of the State and 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 price listing of those 100 drugs most frequently ordered. This listing, with an appropriate space left open in which each pharmacy shall list its current retail price for each drug, shall be prepared annually by the Board of Commissioners of the Profession of Pharmacy. The brand name of each drug shall determine the alphabetical listing of the drugs and shall be used in surveying the frequency with which various drugs are ordered. The listing shall also include the generic name of each drug and shall be printed in type sufficiently large to be easily read.

## STATEMENT OF FACT

The purpose of this bill is to:

1. Permit advertising of drug prices by brand name as well as by generic name;
2. Provide for the posting of prices in a manner which can be readily understood by consumers.