

HR 3696

Medical Advertising Reform Act

Congress: 109 (2005–2007, Ended)

Chamber: House

Policy Area: Health

Introduced: Sep 8, 2005

Current Status: Referred to the Subcommittee on Health.

Latest Action: Referred to the Subcommittee on Health. (Sep 19, 2005)

Official Text: <https://www.congress.gov/bill/109th-congress/house-bill/3696>

Sponsor

Name: Rep. Brown, Sherrod [D-OH-13]

Party: Democratic • State: OH • Chamber: Senate

Cosponsors (2 total)

Cosponsor	Party / State	Role	Date Joined
Rep. Berry, Marion [D-AR-1]	D · AR		Sep 27, 2005
Rep. Hinchey, Maurice D. [D-NY-22]	D · NY		Sep 29, 2005

Committee Activity

Committee	Chamber	Activity	Date
Energy and Commerce Committee	House	Referred to	Sep 19, 2005

Subjects & Policy Tags

Policy Area:

Health

Related Bills

No related bills are listed.

Medical Advertising Reform Act - Amends the Federal Food, Drug, and Cosmetic Act to require prior approval by the Secretary of Health and Human Services of consumer-directed advertising for prescription drugs and restricted medical devices.

Prohibits drugs advertising for a two-year period after approval of a new prescription drug. Allows the Secretary to extend such period as necessary to protect the public health. Deems prescription drugs to be misbranded for failure to comply with the advertising prohibition during such period.

Requires the Secretary, acting through the Commissioner of Food and Drugs, to report to Congress regarding a proposal to include on the labeling and advertisements for prescription drugs information on the comparative effectiveness and comparative cost-effectiveness of a drug to other drugs in the same class.

Directs the Comptroller General to study the impact of consumer-directed advertising on restricted device utilization and spending.

Requires the Secretary to maintain a toll-free number to provide the public with objective information on health conditions and treatments.

### **Actions Timeline**

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- **Sep 19, 2005:** Referred to the Subcommittee on Health.
- **Sep 8, 2005:** Introduced in House
- **Sep 8, 2005:** Introduced in House
- **Sep 8, 2005:** Referred to the House Committee on Energy and Commerce.