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An Act To Prohibit Inappropriate Software Advertising of Prescription Drugs

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

Sec. 1. 22 MRSA §2700-A, sub-§2-A is enacted to read:

2-A. Software advertising. Software that assists a health care practitioner in prescribing a drug may not influence or attempt to influence or permit a person to influence or attempt to influence a prescribing decision of the health care practitioner, including the drug that is prescribed or the pharmacy to fill the prescription, by any means, including, but not limited to, advertising, instant messaging and pop-up advertisements. For purposes of this subsection, “software” has the same meaning as in Title 11, section 9-1102, subsection 75.

SUMMARY

This bill prohibits computer software that assists a health care practitioner in prescribing drugs from influencing the prescribing decision of the health care practitioner through any means, including, but not limited to, advertising, instant messaging and pop-up advertisements.