

## HB 794 -- Confidentiality of Prescriptive Information

Sponsor: Guest

This bill prohibits the use, sale, transfer, or licensing of any prescription information containing patient- or prescriber-identifiable data by certain entities for commercial purposes. Commercial purposes include, but are not limited to, advertising, marketing, promotion, or activities that could be used to influence sales or the market share of a pharmaceutical product, influence or evaluate the prescribing behavior of an individual health care professional, or evaluate the effectiveness of a professional pharmaceutical detailing sales force. Any person who violates these provisions will be guilty of a class A misdemeanor and will be subject to licensure sanction. Any subsequent violation will be a class D felony.