

HB 2664-S - DIGEST

(DIGEST OF PROPOSED 1ST SUBSTITUTE)

Finds that prescriber-identifiable prescription data are used by pharmaceutical manufacturers to track the prescribing habits of every prescriber in Washington, allowing them to target their marketing efforts toward those prescribers that they find would lead to increased prescriptions and profitability.

Finds that the removal of the names and addresses of patients from prescription drug data purchased by pharmaceutical manufacturers and the physician data restriction program offered by the American medical association are not adequate remedies to protect the privacy of patients.

Declares an intent to prohibit conduct involving the sale, disclosure, and use of individual prescriber prescription data for marketing or promotional purposes.