



**SB987 Corporate Tax Direct to Consumer Advertising
Position: Favorable**

March 11, 2026

The Honorable Guy Guzzone, Chair
Budget and Taxation Committee
3 West Miller Senate Office Building
Annapolis, MD 21401
Cc: Members of the Committee

Chair Guzzone and members of the Committee,

Economic Action Maryland Fund is here in strong support of HB 484.

SB987 modifies the tax deductions to drug corporations for their direct to consumer advertisements. While advertisements may serve to inform consumers about certain medicines and pharmaceuticals in the marketplace, pharmaceutical companies should not receive a tax deduction for efforts that directly benefit their bottom line.

As drafted, SB987 also states that any money saved by the state through these tax deductions should go toward supporting subsidies for Marylanders eligible for Medicaid. Economic Action serves nearly 2000 low-income Marylanders each year through our direct service programs. Medical expenses are a source of grave concern for our clients and many worry about their ability to meet eligibility requirements under the new guidelines due to computer and digital literacy concerns.

SB987 will hold pharmaceutical companies accountable while supporting Marylanders who have lost or are at risk of losing coverage.

For all these reasons, we support SB987 and urge a favorable report.

Best,

Marceline White
Executive Director

Economic Action (formerly the Maryland Consumer Rights Coalition) champions economic rights and housing justice through advocacy, research, consumer education, and direct service. Our 12,500 supporters include consumer advocates, practitioners, and low-income and working families throughout Maryland.

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