



Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc  
4000 Garden City Drive  
Hyattsville, Maryland 20785

March 12, 2026

The Honorable Heather Bagnall  
Health and Government Operations Committee  
House Office Building Room 240  
6 Bladen Street  
Annapolis, Maryland 21401

**RE: SUPPORT – House Bill 1133: Public Health – Drug Manufacturer-Funded Disease Awareness Campaigns – Registration and Required Disclosure**

Dear Chair Bagnall and Members of the Committee:

Kaiser Permanente is pleased to support House Bill 1133. As an organization dedicated to providing evidence-based, high-quality care, we believe that transparency in public health communications is essential to maintaining patient trust and ensuring that healthcare decisions are driven by clinical needs rather than commercial interests.

Disease awareness campaigns often serve as valuable tools for educating the public on chronic conditions. However, when these campaigns are funded by entities with a direct financial interest in the treatments for those conditions, there is a risk of "stealth marketing"—where clinical information is subtly weighted toward specific products.

HB 1133 provides a necessary safeguard by requiring both drug manufacturers and patient advocacy organizations to register and disclose their financial ties. This allows the public and the clinical community to evaluate the information through a lens of transparency. Patients and providers deserve to know if a public health message is being supported by a manufacturer that is concurrently developing or marketing a drug for that specific condition. This bill ensures that such information is not buried but is instead a prerequisite for public outreach.

At Kaiser Permanente, our integrated model relies on unbiased, peer-reviewed medical literature to guide our physicians and patients. HB 1133 aligns with our internal standards by ensuring that external health communications meet a higher bar for transparency. By requiring a clear statement on materials related to marketed drugs or devices, HB 1133 ensures that awareness campaigns do not bypass the traditional regulatory scrutiny applied to direct-to-consumer advertising. When disclosure is mandatory, Marylanders are better equipped to seek independent confirmation from their primary care providers, fostering more meaningful and objective patient-physician dialogues.

Meaningful transparency is critical for a fair and functional healthcare system. By codifying these registration and disclosure requirements, Maryland will lead the way in ensuring that disease awareness efforts remain focused on public health rather than market share.

For these reasons, Kaiser Permanente urges a favorable report on HB 1133.

Kaiser Permanente  
Comments on HB 1133  
March 12, 2026

Thank you for the opportunity to comment. Please feel free to contact me at [Allison.W.Taylor@kp.org](mailto:Allison.W.Taylor@kp.org) or (919) 818-3285 with questions.

Sincerely,

A handwritten signature in cursive script that reads "Allison Taylor".

Allison Taylor  
Head of Government Relations  
Kaiser Permanente Mid-Atlantic Region