

March 10, 2026

Maryland General Assembly  
House of Delegates Health Committee  
90 State Circle  
Annapolis, MD 21401

**Testimony in Favor of HB 1133, Public Health - Drug Manufacturer-Funded Disease Awareness Campaigns - Registration and Required Disclosure**

I am a law professor at the University of Maryland Francis King Carey School of Law who researches and teaches at the intersection of law and health policy. I focus in particular on areas in which private sector incentives may diverge from the public interest and ways in which this law can be used to address this divergence and realign private incentives with public health needs. I am also a Maryland resident.

I am writing to provide my support for HB 1133, a proposed bill that will further this goal of aligning private incentives more closely with public health needs by ensuring that Marylanders are informed about the role of corporate actors in funding and promoting disease awareness campaigns that further their own commercial interests.

There is a robust literature showing how drug manufacturers have used disease awareness campaigns to create or expand markets for drugs that they are developing or are already selling, with the goal of expanding sales of their drugs. The proposed bill simply requires notice and transparency so that Maryland residents will be better able to determine when the information they receive about a disease has been created and provided by a company that is developing a treatment for the condition being discussed. HB 1133 does not prohibit disease awareness campaigns, but simply ensures transparency in communicating with Maryland constituents. The bill does not restrict speech or target specific groups, it simply ensures that Marylanders can make informed decisions about the information they receive pursuant to diseases awareness campaigns.

Thank you for your consideration.

Best regards,

Liza Vertinsky

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