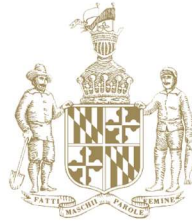


NATALIE ZIEGLER  
Legislative District 9A  
Howard and Montgomery Counties

Environment and Transportation  
Committee



The Maryland House of Delegates  
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THE MARYLAND HOUSE OF DELEGATES  
ANNAPOLIS, MARYLAND 21401

**Testimony in Support of HB 484: Corporate Income Tax - Addition Modification –  
Direct-to-Consumer Pharmaceutical Advertising**

Chair Wilkins, Vice-Chair Feldmark, and honorable members of the Ways and Means Committee:

Thank you for giving me the opportunity to present HB 484: Corporate Income Tax - Addition Modification - Direct-to-Consumer Pharmaceutical Advertising. This bill would prevent pharmaceutical companies from writing off direct-to-consumer pharmaceutical advertising as a business expense on their Maryland corporate taxes.

The United States is one of two countries (along with New Zealand) which allows direct-to-consumer pharmaceutical marketing. Ads for prescription drugs have only been a part of our TV-watching experience since 1997, and now extend into our internet browsers. These ads are expensive – pharmaceutical manufacturers spent more than \$14 billion in a single year<sup>1</sup> – and these costs inevitably get passed down to consumers, who are struggling to pay for prescription drugs.

The list of side effects does not end there: pharmaceutical marketing drives patients toward expensive drugs when equally or more effective products are available at a lower price. Drug ads also usurp the role of doctors with the medical expertise needed to make recommendations for prescriptions.

By ending the existing tax break for pharmaceutical marketing, the bill would hope to disincentivize pharmaceutical marketing while also raising revenues for our state.

Lastly, I am providing a sponsor amendment that would direct \$5 million of revenues towards Medicaid, and remaining funds to support state insurance subsidy programs through the Maryland Health Benefit Exchange.

Sincerely,

A handwritten signature in black ink, appearing to read "Natalie Ziegler".

Delegat Natalie Ziegler  
Howard & Montgomery Counties, District 9A

<sup>1</sup> <https://www.csrpxp.org/csrpxp-analysis-finds-big-pharmas-direct-to-consumer-dtc-advertising-costs-u-s-taxpayers-billions-of-dollars/>