



Unitarian Universalist Legislative Ministry of Maryland

Support for HB 484 - Corporate Income Tax - Addition Modification Direct-to-Consumer Pharmaceutical Advertising

House Ways and Means Committee February 12, 2026 1:00 p.m.

The Unitarian Universalist Legislative Ministry of Maryland (UULM)-MD asks for your support for **HB 484**. I am Betty McGarvie Crowley, Lead Advocate for Health Care issues for the Unitarian and am a constituent of Representative Bernice Mireku-North from District 14.

As people of faith, Unitarian Universalists are called by our principles to affirm the inherent worth and dignity of every human being, and to promote justice, equity, and compassion in human relations. We see health care as a right for all human beings and have been involved with Maryland's efforts to reduce the cost of prescription drugs for six years. Our faith recognizes a universal human need for safe and dignified health care, without exception.

UULM-MD has members in 23 UU congregations throughout the state. Marylanders who take prescription drugs know they help the pharmaceutical companies gain profits by charging excessive amounts for their drugs. However, most are not aware that the companies get tax benefits for the costs of their advertising in Maryland and Federally. We do not consider **HB 484** as establishing a new tax but a correction of the tax code which allows pharmaceutical companies to receive an unfair state tax credit for drug advertising called direct-to-consumer advertising expenses. Most Marylanders would be very upset to know the costs of pharmaceutical companies are tax exempt for advertising using broadcasting media ads such as TV, billboards, radio, telephone, and direct mail. Costs of dissemination ads by the internet or through digital platforms including social media and mobile media plus web, mobile, electronic, and digital applications are also part of the expenses that are tax deductible. Passage of **HB 484** would prevent companies from getting a reduction in their Maryland taxes for these advertising expenses.

Marylanders do not have the resources to get public policies such as tax codes changed even when most would think the law was unfair and should be corrected. Whereas, pharmaceutical companies have lobbyists and resources to maintain these special provisions to help them increase their profits. With your expertise, you can remove one benefit for an industry which has so much control over the well-being of your constituents.

Thank you for your dedication and hard work. We appreciate the opportunity to present our faith perspective. We urge you to pass **HB 484** which will eliminate an unfair tax provision.

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