



**HB484 Corporate Tax Direct to Consumer Advertising
Position: FWA**

February 12, 2026

The Honorable Jhenaelle Wilkins, Chair
Ways and Means Committee
Room 130, House Office Building
Annapolis, Maryland 21401
cc: Members, House Economic Matters

Chair Wilkins and Members of the Committee,

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

HB484 will deny a tax deduction 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.

We support the proposed amendment that will use any money saved by the state for Medicaid eligibility and to help pay health insurance premiums for lower income Marylanders. Economic Action Maryland Fund serves nearly 2000 low-income Marylanders each year through our direct service programs. Medical expenses is 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.

HB484 will hold pharmaceutical companies accountable while supporting Marylanders who have lost or are at risk of losing coverage.

For all these reasons, we support HB484 and urge a favorable report with the proposed amendment.

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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