## Fiscal Estimate - 2007 Session

Original Updated	☐ Corrected ☐ Supplemental		
LRB Number <b>07-0938/1</b>	Introduction Number AB-0204		
<b>Description</b> Advertising for prescription drugs			
Fiscal Effect			
Appropriations Rev	ease Existing enues rease Existing enues  To absorb within agency's budget  Yes  Decrease Costs  5.Types of Local		
1. Increase Costs 3. Increase Costs 3. Increase Costs 3. Permissive Mandatory Permissive Mandatory Permissive Mandatory Permissive Mandatory	Government Units Affected  Government Units Affected  Towns Village Cities  Counties Others  School WTCS  Districts Districts		
Fund Sources Affected  GPR FED PRO PRS	Affected Ch. 20 Appropriations SEG SEGS		
Agency/Prepared By	Authorized Signature Date		
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## Fiscal Estimate Narratives DATCP 4/26/2007

LRB Number 07-0938/1	Introduction Number	AB-0204	Estimate Type	Original
<b>Description</b> Advertising for prescription drugs				

## **Assumptions Used in Arriving at Fiscal Estimate**

This bill would prohibit advertisements for prescription drugs. The prohibition does not apply to an advertisement that is broadcast from or is mailed or shipped to the ultimate recipient of the advertisement from outside this state or to advertising sent directly to pharmacists or to practitioners who are authorized to prescribed prescription drugs.

The department understands from communication with the sponsors, that this bill intends to only include advertisements, both print and broadcast, that both originate and terminate in Wisconsin.

Based on this information the department is not aware of any advertising activity of this type that occurs in Wisconsin; therefore we do not believe there will be any fiscal effect on the department. In addition, because the department already enforces s. 100.18, dealing with fraudulent representations (advertisements that may be false, deceptive and misleading), we believe any additional workload that could arise from this bill could be absorbed by the department.

**Long-Range Fiscal Implications**