2005 WISCONSIN ACT 195

AN ACT to create 450.11 (4m) of the statutes; relating to: prescription drug labels.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 450.11 (4m) of the statutes is created to read:

450.11 (4m) BRAND NAME PERMITTED ON LABEL. (a) In this subsection:
1. “Brand name” has the meaning given in s. 450.12 (1) (a).
2. “Drug product equivalent” has the meaning given in s. 450.13 (1).
3. “Generic name” has the meaning given in s. 450.12 (1) (b).

(b) If a pharmacist, pursuant to a prescription order that specifies a drug product by its brand name, dispenses the drug product equivalent of the drug product specified in the prescription order, the label required under sub. (4) (a) may include both the generic name of the drug product equivalent and the brand name specified in the prescription order, unless the prescribing practitioner requests that the brand name be omitted from the label.

SECTION 2. Initial applicability.
(1) This act first applies to prescription orders issued on the effective date of this subsection.