

Fiscal Estimate Narratives

DATCP 2/25/2009

LRB Number	09-0065/1	Introduction Number	AB-0056	Estimate Type	Original
Description 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 prescribe 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