

STATE OF MAINE

—
IN THE YEAR OF OUR LORD
TWO THOUSAND TWENTY-ONE

—
H.P. 1066 - L.D. 1450

**An Act To Provide Fairness in Communications from Pharmacy Benefits
Managers**

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 24-A MRSA §4348-A is enacted to read:

§4348-A. Use of untrue, deceptive or misleading advertisement prohibited

A pharmacy benefits manager or representative of a pharmacy benefits manager may not cause or knowingly permit the use of any advertisement, promotion, solicitation, representation, proposal or offer that is untrue, deceptive or misleading.