



SB 763: Registering Pharma Sales Reps

Lifting the veil on back door Pharma marketing tactics

For too long, pharmaceutical companies have taken advantage of the lack of regulations over their practices to keep the cost of prescription drugs going up.

While Oregon seniors and families make difficult decisions to afford their medications -- often choosing between rationing medications vs. paying for essential needs like food and rent -- sales representatives freely push high-cost name brand medications directly to doctors and other health care professionals behind closed doors. This marketing practice contributes to writing more prescriptions for high-cost name brand medications over less expensive alternative options, adding more financial strain for the people who depend on them.

SB 763 is a common sense way to rein in one of Pharma's most effective tactics to keep prescription drug costs high, making closed door meetings transparent to Oregon consumers and ensuring ethical practices.

By passing SB 763, Oregon will lift the veil on pharmaceutical drug sale practices by requiring registration to market products, education on ethical standards, and disclosure of interactions with providers.

Trusted organizations are supporting SB 763:



Learn more about OCAP and our mission at AffordableRxNow.org

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