

# U.S. Rep. Steil: Introduces legislation to lower prescription drug prices

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**WASHINGTON, DC** - Today Congressman Bryan Steil (WI-01) introduced the *Plain Prescription Prices Act* with Reps. Nikema Williams (GA-05), Don Bacon (NE-02), and Angie Craig (MN-02). This nonpartisan legislation would ensure TV commercials for prescription drugs disclose the list price of the medication they are advertising.

Unlike the prices of most products advertised on TV, the list prices of prescription drugs are challenging to find publicly. With this reform, consumers will be empowered with information and better able to make decisions that put downward pressure on rising prescription drug prices.

## **Congressman Steil said:**

“Prescription drug prices strain budgets for many families and seniors. One step we can take to lower prices is to improve transparency and provide consumers with the information they need to make an informed choice. I am proud to co-lead the Plain Prescription Prices Act, which requires drug manufacturers to disclose drug prices in consumer ads. This simple move can increase transparency and provide patients with the options they deserve.”

## **Congresswoman Williams said:**

“No one should have to choose between putting food on the table and taking the medicine prescribed by our doctors. Unfortunately, that’s the reality for too many of my constituents. Some even have to ration their medicine to get by. We deserve better. We all deserve quality, affordable healthcare with a transparent price tag. With the Plain Prescription Prices Act, consumers can hold the market accountable for spiking drug prices and help bring down the cost of healthcare for everyone —

no matter your ZIP code, no matter the size of your bank account.”

**Congressman Bacon said:**

“Making prescription drug prices more affordable must be a top priority, and citizens should know exactly how much their medication is going to cost. I’m glad to join my House colleagues in this bipartisan effort to ensure the list price is clearly labeled—no gimmicks, no broken promises.”

**Congresswoman Craig said:**

“The American people deserve to know exactly what they’re paying for their prescription drugs so they can make informed decisions about their health care. And yet, despite recent efforts to ensure transparency, Big Pharma continues to do everything in its power to keep consumers in the dark while spending billions of dollars annually on marketing their medications. Today, I’m proud to join my colleagues in introducing this commonsense legislation to require pharmaceutical companies to share the list prices of their products in TV ads.”

To read the full text of the legislation, click [here](#).