

AMERICANS
for TAX REFORM

June 3rd, 2026

RE: Coalition Opposed to Banning, Over-Regulating Drug Ads

AMERICAN ASSOCIATION
of
60PLUS SENIOR CITIZENS

Dear Members of Congress,

We, the undersigned organizations, write in opposition to recent efforts to quash direct-to-consumer (DTC) advertising of prescription drugs.

AMERICAN COMMITMENT

Banning these advertisements outright – or regulating them into oblivion – would crush competition and keep patients in the dark. Consumers do not need government bureaucrats gate-keeping medical information. We urge you to resist these efforts.

CFE
CENTER FOR A FREE ECONOMY

The Department of Health and Human Services (HHS) and the U.S. Food and Drug Administration (FDA) have intensified regulation of these ads and have asked Congress for more leeway to do so. Worse, lawmakers like Sens. Bernie Sanders (I-Vt.), Angus King (I-Maine), Chris Murphy (D-Conn.), Dick Durbin (D-Ill.), and Jeff Merkley (D-Ore.) have [introduced](#) legislation to outright ban pharmaceutical ads.

CFIF
CENTER FOR INDIVIDUAL FREEDOM

Direct-to-consumer advertising (DTCA) simply relays information to consumers. Like all ads, they must be truthful and not misleading. Outside of ensuring this basic standard, government bureaucrats have no business deciding what medical information Americans are allowed to see in ads.

Citizen
Outreach

DTCA empowers patients to play a meaningful role in their own care.

COMPETITIVE
ENTERPRISE
INSTITUTE

One poll notes that [55 percent](#) of consumers say they have requested a specific prescription drug from their doctor after seeing an ad. Presumably, for many, this led to life-improving care they otherwise would not have gotten. Far from undermining the patient-doctor relationship, these ads strengthen it by prompting informed conversations.

When patients are aware of treatment options, they are better equipped to advocate for themselves. All without government officials deciding what information they are allowed to see.

CAS
CONSUMER ACTION for a STRONG ECONOMY

Outside of just increasing sales of a specific drug, DTC ads play a key role in informing patients of pertinent medical information, increasing doctor visits and diagnoses, and destigmatizing certain medical conditions.

COUNCIL for
CITIZENS
AGAINST
GOVERNMENT
WASTE

Unbranded disease awareness campaigns make up [15 percent](#) of DTC spend. Further, [33 percent](#) of adults report looking for health information related to symptoms mentioned in TV ads immediately after viewing. Studies [show](#) that “DTC advertising [increases](#) the use of both promoted drugs and non-advertised generic competitors through both increased treatment initiation and improved medication adherence.” As [shown](#) by researchers from John Hopkins University, Cornell University, University of Pennsylvania, and University of Southern California, drug advertisements also increase doctor visits; in many cases, these visits don’t even result in a prescription.



Shutting these ads down would mean fewer informed patients and more missed chances to catch problems early.

Finally, banning or over-regulating DTCA would decrease market competition, limiting patient options and increasing prices.

Consumers being aware of alternatives supports competitive pricing dynamics, ensuring that no single drug can dominate without facing pricing pressures.

Without DTCA, most advertising activity will happen between pharmaceutical companies and doctors' offices. Notably, only companies with established markets and/or deep financial resources can maintain extensive relationships with doctors' offices through costly sales efforts (i.e. individual representatives making continuous visits).

Smaller or newer companies/drugs often lack these resources, relying more heavily on DTCA to reach patients. In this way, advertising can serve as a counterbalance to the influence of incumbents, increasing competition and giving consumers the ability to choose what is best *for them* amongst numerous options.

Banning or over-regulating DTCA keeps patients in the dark, limits medical options, and shields large companies from competition. DTCA empowers patients to be involved in their own care, facilitates important conversations with medical professionals, drives treatment uptake, and helps ensure competitive pricing. We, the undersigned organizations, urge lawmakers to defend patients' right to know.

Signed,

Grover Norquist
President, Americans for Tax Reform

Marty Connors
Alabama Center Right Coalition
Former Alabama GOP Chairman

Saulius "Saul" Anuzis
President, American Association of Senior Citizens

Phil Kerpen
President, American Commitment

Ryan Ellis
President, Center for a Free Economy

Jeffrey Mazzella
President, Center for Individual Freedom

Chuck Muth
President, Citizen Outreach

Jeremy Nighohossian
Senior Fellow and Economist, Competitive Enterprise Institute

James Edwards
Executive Director, Conservatives for Property Rights





Gerard Scimeca
Chairman, Consumer Action for a Strong Economy



Tom Schatz
President, Council for Citizens Against Government Waste

John C. Goodman
President, Goodman Institute for Public Policy Research

Andrew Langer
President, Institute for Liberty

Tom Giovanetti
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Paul J. Gessing
President, Rio Grande Foundation



TRADE ALLIANCE
to Promote Prosperity

James Erwin
Executive Director, Digital Liberty | Interim Director, Shareholder Advocacy Forum

Kerri Toloczko
Founder and Co-Chair, Southwest Florida Center Right Coalition

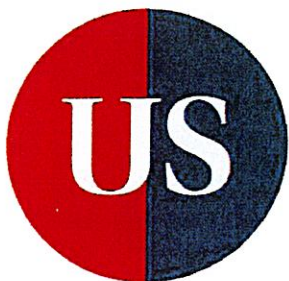
James L. Martin
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Karen Kerrigan
President & CEO, Small Business & Entrepreneurship Council

TAXPAYERS
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