

## **Testimony in Support of LD 1183, An Act to Prevent Predatory Marketing Practices against Minors Regarding Data Concerning Health Care Issues**

Good afternoon Senator Schneider and Representative Smith and other distinguished members of the Joint Standing Committee on Business, Research and Economic Development. I am Ann Woloson. I am here today to testify in support of LD 1183, An Act to Prevent Predatory Marketing Practices Against Minors Regarding Data Concerning Health Care Issues.

I am a parent of 16 and 10 year old daughters. I also work for nonprofit public policy organization which has the goal of improving access to affordable medicine in the US.

As a parent, I am concerned about a host of marketing strategies targeted to minors including the gathering and sharing or selling of personal information to market or sell products or services, including credit cards.

As a health care policy analyst, I am particularly concerned about marketing practices used by the pharmaceutical industry to market its products to kids. A review of leading pharmaceutical industry trade journals, including the *Pharmaceutical Executive* and the *Pharmaceutical Representative* indicate the industry's greater focus on broadening e-marketing efforts. In 2009, online pharmaceutical ads will amount to an estimated \$30 billion. Minors are frequent targets of these ads via MySpace, and are targeted through other means, as well.

For example [www.coollearnings.com](http://www.coollearnings.com) sponsored by a growth hormone manufacture offered kids free MP3 downloads for answering a quiz correctly. The site now offers free gifts, including backpacks, lunch boxes, and art back-packs to name a few, for filling out an on-line form (See attached). The trade journals also identified the use of cell phone and text-messaging as tools for reaching out to children.

Online patient compliance programs are described in the trade journals as a mechanism for boosting sales and directing consumers toward specific pharmaceutical products, by offering consumers rewards, etc. The industry intends to increase its online presence, describing compliance programs and other e-marketing strategies as a major ROI "Return on Investment:"

I support the proposed legislation as I believe it will help protect minors from the unintentional consequences of sharing personal health care related information over the internet. Those consequences include but are not limited to being steered toward drugs that may be unnecessary, more expensive, and no more effective and less safe than other products on the market. I suggest strengthening the bill by amending it to also include the unlawful collection or use personal identifiable information, such as a minors name, address, date of birth and social security number. I thank you for your time today and ask you to support LD 1183.

Welcome! This program presents an exciting device with features that may simplify growth hormone delivery for children currently on growth hormone therapy.

# easypod®

Saizen® and easypod® are for use by children with growth hormone deficiency. Talk to your doctor to learn more.

Click [HERE](#) to receive a gift.

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150

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- Webster's Compact Dictionary
- Lunch Caddy
- Art Set Backpack
- A 50% discount on membership or membership renewal to The MAGIC Foundation



Sturdy, nylon shell backpack contains an art set that includes 16 crayons, 6 color pencils, 1 pencil sharpener, 12-watercolor set, 12 markers, 4 stencils, 6 coloring pages, 2 paintbrushes, and 1 plastic board. 11.5" x 11.5" x 2.5"

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### ACNE MYTHS REVEALED

We've done some research for you about acne fact and fiction. Do you really have to give up certain foods? Should you constantly wash your face? Do you actually breakout when you stress out? Test your knowledge, and possibly pick up some new information about acne, like what really works and what you might be doing to actually make your acne worse.

When you're ready to start separating fact from fiction – click below.

**START THE QUIZ**

Download your Acne Fact Sheet and get the truth about acne.

**FREE\* TRIAL**

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During treatment with Differin<sup>®</sup> 0.1% dryness, erythema, burning or pruritus can occur. These side effects differ in frequency depending on the formulation used of Differin<sup>®</sup> 0.1% (cream vs. gel). During treatment with Differin<sup>®</sup> Gel 0.3%, signs of cutaneous irritation like redness, scaling, dryness and/or stinging/burning may occur, but should be mild or moderate, occur early in treatment and decrease thereafter. Other side effects that may occur from using Differin<sup>®</sup> Gel 0.3% include skin discomfort, pruritus and sunburn.

Concomitant use of potentially irritating products or overexposure to sunlight or sunlamps, extreme wind or cold, may increase the potential for irritation from both product concentrations. Use of sunscreen and protective clothing is recommended.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088



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## Get a Rebate for Differin® (adapalene) Products

GET YOUR FREE\* TRIAL in 3 Easy Steps

Take Charge of your Acne TODAY and Get a \$35 Rebate for Differin® Products!

### 3 Easy Steps for \$35 off:

1. Complete the form below and submit
2. Check your inbox for an email from Differin®, print the rebate coupon and fill your Differin® product prescription.
3. Mail the rebate coupon and your original dated pharmacy receipt and you will receive your refund check.

Talk to your Dermatologist or other physician about Differin® Products. If your doctor prescribes a Differin® product for you, this rebate will help you save your cash!

**\*With the \$35 Rebate and prescription insurance coverage, your Differin® Product prescription could be FREE!**

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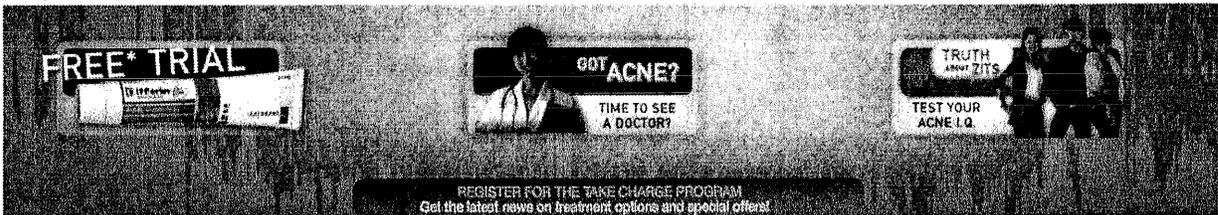
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