

5201

2009-2010 Regular Sessions

I N A S S E M B L Y

February 11, 2009

Introduced by M. of A. BRODSKY, WEISENBERG -- Multi-Sponsored by -- M.  
of A. CAHILL, COOK, KOON, MAYERSOHN -- read once and referred to the  
Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to liability in  
civil actions brought against manufacturers of prescription drugs or  
medical devices in certain cases

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-  
BLY, DO ENACT AS FOLLOWS:

1 Section 1. The general business law is amended by adding a new section  
2 396-aaa to read as follows:

3 S 396-AAA. DIRECT-TO-CONSUMER ADVERTISING OF PRESCRIPTION DRUGS OR  
4 MEDICAL DEVICES. 1. NOTWITHSTANDING ANY OTHER PROVISION OF LAW TO THE  
5 CONTRARY, WHERE A MANUFACTURER OF A PRESCRIPTION DRUG OR MEDICAL DEVICE  
6 ENGAGES IN DIRECT-TO-CONSUMER ADVERTISING, A PRESCRIPTION DRUG OR  
7 MEDICAL DEVICE IS NOT REASONABLY SAFE DUE TO INADEQUATE INSTRUCTIONS OR  
8 WARNINGS IF REASONABLE INSTRUCTIONS OR WARNINGS REGARDING FORESEEABLE  
9 RISKS OF HARM ARE NOT PROVIDED TO THE PATIENT. WHERE A MANUFACTURER OF  
10 A PRESCRIPTION DRUG OR MEDICAL DEVICE ENGAGES IN SUCH FORM OF ADVERTIS-  
11 ING AND SELLS OR OTHERWISE DISTRIBUTES A DRUG OR MEDICAL DEVICE WHICH IS  
12 DEFECTIVE DUE TO INADEQUATE INSTRUCTIONS OR WARNINGS, SUCH MANUFACTURER  
13 IS SUBJECT TO LIABILITY FOR HARM TO PERSONS CAUSED BY SUCH DEFECT.

14 2. AS USED IN THIS SECTION "PRESCRIPTION DRUG OR MEDICAL DEVICE" MEANS  
15 ONE THAT MAY BE LEGALLY SOLD OR OTHERWISE DISTRIBUTED ONLY PURSUANT TO A  
16 HEALTH CARE PROVIDER'S PRESCRIPTION.

17 3. IN ANY CIVIL ACTION BROUGHT PURSUANT TO THE PROVISIONS OF THIS  
18 SECTION, IT SHALL BE AN ISSUE OF FACT TO BE DETERMINED BY A JURY WHETHER  
19 OR NOT THE WARNINGS SUPPLIED BY THE MANUFACTURER OF THE PRESCRIPTION  
20 DRUGS OR MEDICAL DEVICES WERE ADEQUATE.

21 S 2. This act shall take effect on the sixtieth day after it shall  
22 have become a law.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets  
[ ] is old law to be omitted.

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