

FOR IMMEDIATE RELEASE

Contact: Rep. Jessie Rodriguez

May 13, 2025

(608) 237-9121

Rodriguez Supports Access to Quality, Patient-Driven Healthcare

MADISON – Rep. Jessie Rodriguez (R-Oak Creek) joined her colleagues today in supporting a package of bills aimed at increasing access to quality, patient-driven healthcare.

Senate Bill 4 ([SB 4](#)) clarifies Direct Primary Care agreements in Wisconsin. Direct Primary Care agreements allow patients to choose a primary healthcare provider on a direct payment or subscription basis. “Some Wisconsin internists are already using a Direct Primary Care model, but state law lacks clarity on this model,” began Rodriguez. SB 4 clarifies that Direct Primary Care is not health insurance. It also requires providers to clearly explain what services will be covered, outlines the elements necessary for a valid Direct Primary Care agreement, and prohibits providers from discriminating against patients seeking their care. “Direct Primary Care can be a great option for people who are uninsured – such as people who are self-employed – to choose a provider for their preventative care on a subscription basis that works for them,” explained Rodriguez.

The Patient Privacy Protection Act ([SB 14](#)) requires hospitals to obtain written informed consent from a patient before a pelvic exam can be performed on the patient solely for educational purposes while the patient is under general anesthesia or otherwise unconscious. “When I first heard that a pelvic exam could be performed on an unconscious patient without their knowledge or consent, I was perturbed. That was over five years ago. I’m hopeful this will be the session that this piece of legislation is finally signed into law,” Rep. Rodriguez shared.

Assembly Bill 43 ([AB 43](#)) seeks to make hormonal contraceptive patches and oral contraceptives available behind-the-counter by permitting pharmacists to prescribe them. “This policy will increase access to contraceptives, particularly for women who live in rural areas, where many Wisconsinites live closer to their pharmacy than they do to their doctor’s office,” explained Rep. Rodriguez. The bill has certain safeguards in place, including requiring the patient to complete a self-assessment and undergo a blood pressure screening, in order to receive a prescription from a pharmacist. If there are any concerns with the pre-screening, the pharmacist will not prescribe any contraceptive and will instead refer the patient to their primary healthcare provider. AB 43 does not require pharmacists to prescribe contraceptives at all – utilizing this prescriptive authority will be entirely voluntary. “This is a good bill that will make for greater access to contraception. I have voted for this proposal four sessions in a row. I urge the Senate to follow our lead and pass AB 43 so it can be sent to the governor’s desk and enacted into law,” concluded Rodriguez.



JESSIE RODRIGUEZ

STATE REPRESENTATIVE ★ 21ST ASSEMBLY DISTRICT

Rep. Rodriguez is a co-sponsor of all three of these bills. Each bill passed with a bipartisan supermajority. Senate Bills 4 and 14 will now go to Governor Tony Evers' desk for his consideration. Assembly Bill 43 will now go to the Senate.

###