

USE GENERIC DRUGS

THEY'RE SAFE, EFFECTIVE AND AFFORDABLE

Did you know generic drugs are as safe and effective as brand-name drugs? It's true. Generic drugs have the same active ingredients in the same dosage and strength as brand-name drugs. The same company who makes your brand-name drugs may even make the generic version. And, the Food and Drug Administration (FDA) reviews and approves both brand-name and generic medications before they are marketed or sold in the United States.

If you already ask your doctor for generic drug alternatives, that's great. If you don't, you may be spending too much on prescriptions. By choosing a generic medication, you pay a lower prescription copay, and you get the same quality and effectiveness as a brand-name drug.

What is a generic drug? It's identical to a brand-name drug in dosage, safety, strength, how it's taken, quality, performance and how it's used. A generic drug has the exact same active ingredients as the brand-name drug – inactive ingredients, such as color or flavor, may be different.

What is a brand-name drug? It's a medication protected by a patent. That means the drug manufacturer has the sole right to sell the drug. When the patent expires, other manufacturers can then apply to the FDA to sell generic versions of the drug.

So what's the difference? Generic drugs cost significantly less than brand-name drugs – potentially as much as 70 percent less.¹ That means you can save money without sacrificing quality.

COMMONLY ASKED QUESTIONS

Q Why would I choose a generic drug over a brand-name drug?

A It's simply a matter of cost. By choosing a generic equivalent, you can save a significant amount of money but won't compromise quality. Generic-equivalents can cost up to 70 percent less than the brand-name medication.

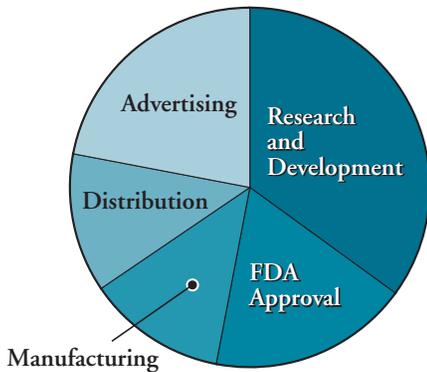
Q Is there ever a time I should not take a generic drug?

A Sometimes it may be important to stay with the drug you're using, whether it's generic or brand name. You should always discuss any medication changes with your doctor.

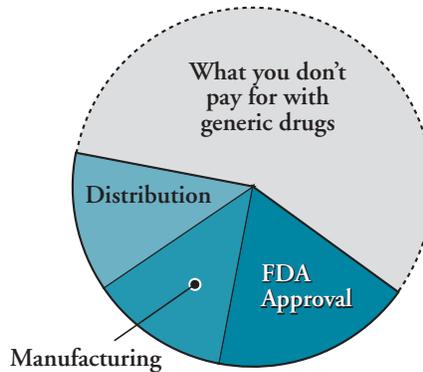
Q Should I ask my doctor or pharmacist to switch my prescription to a generic drug?

A Ask your doctor first if you can switch from a brand-name to a generic drug. There may be times when it's necessary to stay with the drug you're currently using. However, you can ask your pharmacist as well – if needed, they can help get approval from your doctor.

¹ Feb. 2004 Healthcare Informatics Oct. 2003 Trendscape.



BRAND-NAME DRUG



GENERIC EQUIVALENT

Generic drugs cost less than brand-name drugs for one simple reason: drug manufacturers spend a lot of money on researching, developing, marketing and advertising for brand-name drugs. These costs are built into the price you pay. Manufacturers of generic equivalents have much lower costs, so the savings are passed on to you.



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