



# Generic medicines offer high quality at lower costs.

## Always a smart choice.

No matter what your benefit plan—generic medicines are the best way for anyone to save money.

### Generics.

The name sounds pretty plain, but generics are really quite special—the #1 reason being their lower cost.

### Think about it.

In a world of rising health costs, generics offer a path to lower spending.

### Your support team.

CVS Caremark® helps you fill, refill, understand and manage your medicine, your health and your costs too.

## How a medicine becomes generic.

### All generics start as brands.

Drug makers spend a lot of money on research and development. Bringing new, brand-name medicine to market has huge costs. The brand-name usually has a 20-year patent. During this time, other drug makers cannot sell a generic version of the medicine.

Once the patent expires, other drug makers can start to produce and sell a generic version of the medicine at a lower cost. The savings get passed on to you.

### High-quality, great value.

Generic does not mean low quality. A generic medicine is the U.S. Food and Drug Administration (FDA) approved equivalent of the brand-name. This means it is the same as the brand-name medicine.

Generic and Brand-Name Drugs	
SAME	DIFFERENT
Active ingredients	Price
Strength	Inactive ingredients that could affect shape, color or taste
Dosage form (pill, liquid, cream, etc.)	
How it is taken (oral, topical, under tongue, injection, etc.)	
Identical chemical or drug formulation	
Acts on the body with the same strength and absorption process	
What the drug is for, dosing and labeling	
Effect and safety profile	
Follow strict FDA Good Manufacturing Practices rules	

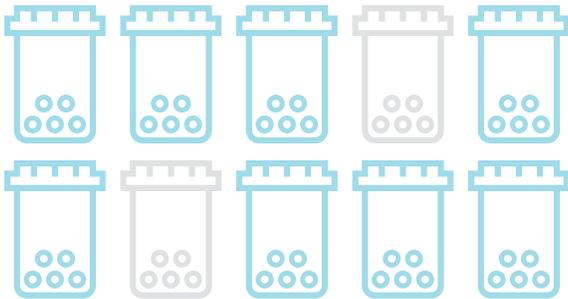
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## Facts about generics.

Millions of Americans use generics to treat health conditions. In fact from 2009 to 2010 alone, generic prescriptions reached 78 percent of all U.S. prescriptions.<sup>1</sup>

## Generics by numbers.

About 8 in 10 prescriptions filled in the United States are generic drugs.<sup>2</sup>



Generic drugs saved the U.S. health system and patients \$217 billion in 2012. That's \$1.3 trillion dollars in the most recent decade.<sup>3</sup>



**The average cost of a generic drug is 80% to 85% less than the cost of its brand-name counterpart.<sup>2</sup>**

## Studies support the use of generics.

Thirty eight published clinical trials comparing cardiovascular generic drugs to brand-name counterparts showed no evidence that brand-name heart drugs worked any better than generic heart drugs.<sup>4</sup>

## What the experts say:

*“Generic drugs...are just as safe and just as effective as their brand-name counterparts, and they are a cost-effective way of achieving substantial savings.”*

– FDA (U.S. Food and Drug Administration)

*“One of the primary ways physicians can practice cost-effective prescribing is by offering patients a generic medicine when one is available.”*

– AMA (American Medical Association)

## Start Saving Checklist

- Ask your doctor to prescribe generics and allow your pharmacist to substitute a generic when possible.
- Say “yes” if your pharmacist asks whether you would like a generic of the brand-name drug your doctor prescribed.
- Ask your doctor if there is a generic to treat your condition.
- Get an approval from your doctor before you change to another drug (generic or brand-name).
- Tell your doctor if you have any side effects after changing from a brand-name to a generic drug.

**For more information about generics go to [Caremark.com](http://Caremark.com) or call us toll-free any time at the number on the back of your prescription ID card.**

1 IMS Institute For Healthcare Informatics. The Use of Medicines in the United States: Review of 2010, 11, 15, 22 (April 2011) (MS Report).

2 U.S. Food and Drug Administration (FDA) Facts About Generic Drugs. Davit et al. Comparing generic and innovator drugs: a review of 12 years of bioequivalence data from the United States Food and Drug Administration. *Ann Pharmacother*, 2009;43(10):1583-97.

3 2013 Generic Drug Savings in the U.S. Report.

4 Kesselheim et al. Clinical equivalence of generic and brand-name drugs used in cardiovascular disease: a systematic review and meta-analysis. *JAMA*. 2008;300(21):2514-2526.

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106-28602A 082715