

Q. Why do generic medicines cost less?

A: Research and development are already complete.

Generics cost less because their manufacturers do not have to spend the hundreds of millions of dollars it takes to complete research and development on the new original medicine. The brand manufacturer makes that investment, along with the millions of dollars needed to market and advertise the new medicine. Therefore, it costs the generic manufacturer less to develop the same medicine. The savings are passed on to you!

Visit the Count on Generics Web site to learn more, including a list of generic drugs available to treat common conditions.

www.caremark.com/countongenerics

Q. How can you save money?

A: To save money on your prescriptions, Ask for GenericsSM.

- Ask your doctor to prescribe generics and allow generic substitution at your local pharmacy.
- Say “yes” if your pharmacist asks whether you would like the generic equivalent of the brand-name medicine your doctor prescribed.
- If there is no generic equivalent for a brand-name medicine you are prescribed, ask your doctor if there’s a generic alternative² available to treat your condition and if it would be right for you.

¹ The amount of your savings will be based on your benefit plan.
Source: Generic Pharmaceutical Association’s Web site: www.gphaonline.org

² A “generic alternative” is a therapeutic alternative utilizing a generic drug to treat the same condition.



Manage your health and your money with generics

Count on GENERICSSM

Safe and Effective. Better Value.



www.caremark.com

©2009 Caremark. All rights reserved.
83-PCM2876d 06.09 [PP]



Q. What's the difference between generic and brand-name medicines?

A: All the money you save.

Each time you fill a prescription, you could save money by asking for a generic medicine. That could add up to big savings in just a short time. Research shows that you can save an average of 30% to 80%¹ when you fill your prescriptions with a generic drug instead of a brand-name drug.

To see if a generic is available for a drug you are currently taking or considering, visit www.caremark.com/countongenerics. Or you can visit the Savings Center on Caremark.com to find out how much you can save.

Q. Are there any other differences between generic and brand-name medicines?

A: Yes, the name and how they look are different, not how they work.

When the patent of a brand-name medicine expires, other drug manufacturers can make and sell the same medicine. This medicine is sold under its chemical name, which is why it is called a "generic." Like their brand-name counterparts, all generic medicines are tested and approved by the U.S. Food and Drug Administration (FDA) before they can be sold to consumers.

FDA-approved generic medicines are as safe and effective as brand-name medicines.

In the United States, trademark laws do not allow a generic medicine to look exactly like its brand-name counterpart. Therefore, you can expect a generic medicine to be a different color or a different shape than its brand-name counterpart. However, the way it looks has no effect on how the medicine works. In fact, generics are often made by the same company manufacturing the brand-name drug.

Q. Are generics safe and effective?

A: Yes. The FDA makes sure of it.

The FDA puts each generic medicine through a rigorous quality control review process to ensure that generics are as safe and effective as the original brand-name medicine. Both brand-name and generic drug facilities must meet the same standards of good manufacturing practices. The FDA inspects more than 3,500 pharmaceutical manufacturing facilities each year to monitor how the medicines are made, processed, tested, packaged, and labeled.

To gain FDA approval, generic medicines must prove they are exactly like their brand-name equivalents in:

- Safety
- Identical active ingredients
- Performance (how it works in the body)
- Strength (e.g., 10 mg, 20 mg)
- Dosage form (pill, liquid, cream, etc.)

