

## HOW A MEDICINE BECOMES GENERIC

Before a generic is prescribed to you, it has been prescribed as a brand-name medicine.

Pharmaceutical companies make huge investments in research and development to bring their new, brand-name products to market. Typically their product will have a 20-year patent so that they can recoup these costs plus those needed to market and advertise the new medicine. This means that other pharmaceutical companies may not sell a generic version of the medicine during this time.

Once the patent expires, other companies may begin to produce and sell a generic version of the medicine. These companies will have much lower development costs. This means they can make the medicine at a lower cost and sell it to you for less.

## PUT GENERICS TO WORK FOR YOU

Generic medicine is your opportunity to take more control of your health care costs and start saving!

### 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 medicine your doctor prescribed.
- Ask your doctor if there is a generic alternative available to treat your condition if there is no generic equivalent for a brand-name medicine you are prescribed.
- Get an approval from your doctor before you switch to another drug company's brand (generic or brand-name).
- Keep note of any changes you may feel after switching from a brand-name to a generic and tell your doctor.

Your privacy is important to us. Our employees are trained regarding the appropriate way to handle your private health information.



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## THE VALUE OF GENERICS

HIGH QUALITY MEDICINES AT LOWER COSTS



## A SMART CHOICE

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

**THINK ABOUT IT.** In an environment of rising health care costs that seem out of your control, generics actually offer a path to reduce spending.

### WHAT THE EXPERTS SAY

#### US Food and Drug Administration (FDA):

“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.”

#### The American Medical Association (AMA):

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

CVS Caremark is your team of experts. We help you to fill, refill, understand and manage your prescriptions and their costs – as well as your health.

## FACTS ABOUT GENERICS

- » Millions of Americans Use Generics to Treat Medical Conditions. Nearly 8 in 10 Prescriptions filled in the U.S. are for Generic Drugs<sup>1</sup>
- » Consumers using Generics saved about \$158 billion on prescriptions in 2010<sup>1</sup>
- » Average Cost of a Generic Drug is 80 – 85% Less than the Cost of Its Brand-Name Counterpart<sup>1</sup>
- » For almost 30 years, America’s generic pharmaceutical industry has been providing FDA approved generic versions of brand medicines at a savings to consumers of 30% to as much as 80%.<sup>2</sup>

<sup>1</sup>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.

<sup>2</sup>Generic Pharmaceutical Association, GPHAonline.org.

## HIGH QUALITY PRESCRIPTION MEDICINE AT A LOW PRICE

When it comes to medicine generic does not mean low quality. Generic medicine is the FDA-approved identical, or bioequivalent, of a brand-name drug. This means it is the same as the brand-name.

### GENERIC AND BRAND-NAME MEDICINES

#### SAME

- » Active ingredient(s)
- » Strength
- » Dosage form (pill, liquid, cream, etc.)
- » Administration (oral, topical, under tongue, injection, etc.)
- » Similar chemical or drug formulation
- » Acts on the body with the same strength and absorption process
- » Indications, dosing and labeling
- » Efficacy and safety profile
- » Follow strict FDA Good Manufacturing Practices rules

#### DIFFERENT

- » Price
- » Inactive ingredients that could effect shape, color or taste

Visit the CVS Caremark generics website for information and a complete list of generic medicines available to treat common conditions.



[www.caremark.com/generics](http://www.caremark.com/generics)