

VALUE OF GENERICS



**BlueCross
BlueShield**

Federal Employee Program.

www.fepblue.org



High-quality drugs at lower costs with your Blue Cross and Blue Shield Service Benefit Plan.

How a drug becomes generic

All generics start as brands

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

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

A smart choice no matter what plan

Whether you have Basic Option or Standard Option, generic drugs are the way 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 that seem out of your control, generics offer a path to lower spending.

Your support team. CVS/caremark™ helps you fill, refill, understand and manage your drugs, your health and your costs.

High-quality prescription drugs at a low price

When it comes to drugs, generic does not mean low quality. A generic drug is the FDA-approved equivalent of the brand name drug. This means it is the same as the brand name.

Generic and Brand Name Drugs

SAME

Active ingredients

Strength

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

DIFFERENT

Price

Inactive ingredients that could affect shape, color or taste

Facts about generics

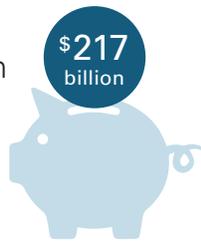
Millions of Americans use generics to treat health conditions. In fact more than 80% of prescriptions in the United States are now filled by generic versions of a drug.¹

Generics By Numbers

About 8 in 10 prescriptions filled in the United States are generic drugs.²



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.³



The average cost of a generic drug is 80% to 85% less than the cost of its brand name counterpart.²

Studies support the use of generics.

38 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.⁴



¹ IMS Institute For Healthcare Informatics

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

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 about any changes you feel after changing from a brand name to a generic drug.

Standard Option Generic Incentive Program (GIP)

If you have Standard Option you can save even more money. If you currently use a brand name drug listed on the 2016 Generic Incentive Program drug list, we will waive your coinsurance* for your first four prescription fills or refills if you change to a corresponding generic option during the calendar year. You also must fill your prescription at a Preferred retail pharmacy or through the Mail Service Pharmacy to participate in the GIP.

For more information on your plan and the GIP, visit www.fepblue.org or read the Blue Cross and Blue Shield Service Benefit Plan brochure.

CVS/caremark™

*Copay, copayment or coinsurance means the amount a plan member is required to pay for a prescription in accordance with a Plan, which may be a deductible, a percentage of the prescription price, a fixed amount or other charge, with the balance, if any, paid by a Plan.

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