



**Demand
Generics**

Generic Drugs. Safe. Effective. Affordable.

Choose Generic Drugs and Save Money

It's no secret: Generic drugs cost less than brand name drugs. Why? Because less money is spent on advertising and research. Even though you don't see commercials for generic drugs, they do work. In fact, generic drugs are safe, effective and approved by the Food and Drug Administration (FDA). Earning this FDA approval is no simple task. The generic must deliver the same amount of active ingredients in the same time as the brand name. The generic must also have the same quality, strength, purity and stability as the brand name. So make the right choice. Use generic drugs whenever possible to save money and help control overall health care costs.

Popular Drugs Available as Generic

Brand Name	Treats	Generic Available	Generic Name
Prilosec	acid reflux	Right Now!	omeprazole
Prozac	depression	Right Now!	fluoxetine
Claritin	allergy	Right Now! Over the Counter	loratadine No Rx needed
Glucophage	diabetes	Right Now!	metformin

To learn more about saving with generics, go to www.bcbst.com. Or visit the new health information site at www.TennesseeHealth.com.

Generic Drugs – Ask For Them By Name

Generic prescription drugs are proven to be as safe and effective as more costly brand-name drugs. Generics produce the same effects in the body as their brand-name counterparts because both contain the identical active ingredients and are FDA-approved.

Talk with your doctor or pharmacist to see if generic drugs are right for you. To save money again and again, just sign and cut out this request form. Then give it to your doctor to place in your medical file.

Yes, I want to help contain health care costs by requesting a generic prescription drug when available and appropriate.

Sign your name here

Date



**Demand
Generics**