

It's Your Choice.

Choose Generics -- Why Pay More?

Americans are using more prescription drugs than ever before to manage health conditions and prevent problems. And today's drugs cost more than ever before. Research shows there were 10 prescriptions written for every man, woman and child in America last year, costing \$155 billion. Those costs affect your health plan costs, as well.

Often there are lower-cost options to choose, instead of the high-priced brands. There's one easy way we can all help keep costs down. Choose FDA-approved, high-quality generic drugs whenever possible. Generics can save you money at the drugstore, and can help keep our health plan costs from rising so quickly. The active ingredients in generic drugs are chemically the same as those in the name brands, and they're just as safe and effective. Talk with your doctor or pharmacist to see which ones are best for you.

For more ways each of us can help keep health care affordable, visit www.bcbst.com or talk to your Benefits Manager.

When it comes to the cost of health care, you have a choice. And your choices make a difference.

