

One drug. Two prices.

\$22

Generic
Version



\$71

Advertised
Brand



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It's Your Choice

Pay for the medicine, not the brand name. When you choose FDA-approved generic drugs – instead of high-priced brands advertised on TV – you save money and keep costs down for everyone in your health plan.

Generics have the same strength, dosage, and active ingredients as brand drugs. Your doctor can help you choose generics that are right for you.

For other ways to keep your health care costs down, see your Benefits Manager or visit www.bcbst.com.

Source: The National Association of Chain Drug Stores, "Industry Facts at a Glance," 2001.



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