

It's Your Choice.

Pay For The Medicine, Not The TV Ad

Every day seems to bring news of another new drug – plus tons of TV and magazine ads filled with blue skies, sunny days and happy people. But you may not be so happy when you realize how expensive those drugs are -- and what they're costing you and everyone in your health plan.

Did you know you that your Preferred Drug List shows you cost-effective options? The Preferred Drug List includes generic drugs and many popular brand name drugs. Choosing drugs from the Preferred Drug List may help save you money on drug costs and copays.

Drug companies spend more than \$2 billion each year on TV and magazine ads to help sell certain brands. These costs are built into the price of the drugs – and passed along to you and to your health plan whenever you buy them.

Working with your doctor and pharmacist, you can use the Preferred Drug List to help make smart choices about the drugs you take and the amount you pay. Be a smart consumer. Pay for the medicine, and not the TV ad. It helps control the rising cost of health care. 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, it's your choice. And your choices make a difference.

