

Two brands. Two prices.

\$37

Preferred Brand



\$84

Non-Preferred Brand



Two brands. Two prices.

\$37

Preferred Brand



\$84

Non-Preferred Brand



Two brands. Two prices.

\$37

Preferred Brand



\$84

Non-Preferred Brand



Two brands. Two prices.

\$37

Preferred Brand



\$84

Non-Preferred Brand



It's Your Choice

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

Often there are similar drugs you can buy that cost much less. These are the drugs on your Preferred Drug List. When you choose drugs from your Preferred Drug List, you save money and help keep costs down for everyone in your health plan.

Your doctor can help you choose the drugs 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: Impact of Direct-to-Consumer Advertising on Prescription Drug Spending. Kaiser Family Foundation. June 2003.

It's Your Choice

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

Often there are similar drugs you can buy that cost much less. These are the drugs on your Preferred Drug List. When you choose drugs from your Preferred Drug List, you save money and help keep costs down for everyone in your health plan.

Your doctor can help you choose the drugs 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: Impact of Direct-to-Consumer Advertising on Prescription Drug Spending. Kaiser Family Foundation. June 2003.

It's Your Choice

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

Often there are similar drugs you can buy that cost much less. These are the drugs on your Preferred Drug List. When you choose drugs from your Preferred Drug List, you save money and help keep costs down for everyone in your health plan.

Your doctor can help you choose the drugs 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: Impact of Direct-to-Consumer Advertising on Prescription Drug Spending. Kaiser Family Foundation. June 2003.

It's Your Choice

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

Often there are similar drugs you can buy that cost much less. These are the drugs on your Preferred Drug List. When you choose drugs from your Preferred Drug List, you save money and help keep costs down for everyone in your health plan.

Your doctor can help you choose the drugs 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: Impact of Direct-to-Consumer Advertising on Prescription Drug Spending. Kaiser Family Foundation. June 2003.



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
® Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
® Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
® Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans



BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
® Registered marks of the BlueCross BlueShield Association, an Association of Independent BlueCross BlueShield Plans