Always a smart choice.

No matter what your benefit plan—generic medicines are the best way for anyone to save money.

**Generics.**
The name sounds pretty plain, but generics are really quite special—the #1 reason being their lower cost.

**Think about it.**
In a world of rising health costs, generics offer a path to lower spending.

**Your support team.**
CVS Caremark® helps you fill, refill, understand and manage your medicine, your health and your costs too.

**How a medicine becomes generic.**

**All generics start as brands.**
Drug makers spend a lot of money on research and development. Bringing new, brand-name medicine to market has huge costs. The brand-name usually has a 20-year patent. During this time, other drug makers cannot sell a generic version of the medicine.

Once the patent expires, other drug makers can start to produce and sell a generic version of the medicine at a lower cost. The savings get passed on to you.

**High-quality, great value.**
Generic does not mean low quality. A generic medicine is the U.S. Food and Drug Administration (FDA) approved equivalent of the brand-name. This means it is the same as the brand-name medicine.

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<th>Generic and Brand-Name Drugs</th>
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<tr>
<td><strong>SAME</strong></td>
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<td>Active ingredients</td>
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<td>Strength</td>
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<td>Dosage form (pill, liquid,</td>
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<td>cream, etc.)</td>
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<td>Identical chemical or drug</td>
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<td>What the drug is for,</td>
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<td>dosing and labeling</td>
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<td>Effect and safety profile</td>
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<td>Follow strict FDA</td>
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<td>Good Manufacturing Practices</td>
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Facts about generics.
Millions of Americans use generics to treat health conditions. In fact from 2009 to 2010 alone, generic prescriptions reached 78 percent of all U.S. prescriptions.¹

Generics by numbers.
About 8 in 10 prescriptions filled in the United States are generic drugs.²

Generic drugs saved the U.S. health system and patients $217 billion in 2012. That's $1.3 trillion dollars in the most recent decade.³

The average cost of a generic drug is 80% to 85% less than the cost of its brand-name counterpart.²

Studies support the use of generics.
Thirty eight published clinical trials comparing cardiovascular generic drugs to brand-name counterparts showed no evidence that brand-name heart drugs worked any better than generic heart drugs.⁴

What the experts say:
“Generic drugs...are just as safe and just as effective as their brand-name counterparts, and they are a cost-effective way of achieving substantial savings.”
– FDA (U.S. Food and Drug Administration)

“One of the primary ways physicians can practice cost-effective prescribing is by offering patients a generic medicine when one is available.”
– AMA (American Medical Association)

Start Saving Checklist

- Ask your doctor to prescribe generics and allow your pharmacist to substitute a generic when possible.
- Say “yes” if your pharmacist asks whether you would like a generic of the brand-name drug your doctor prescribed.
- Ask your doctor if there is a generic to treat your condition.
- Get an approval from your doctor before you change to another drug (generic or brand-name).
- Tell your doctor if you have any side effects after changing from a brand-name to a generic drug.

For more information about generics go to Caremark.com or call us toll-free any time at the number on the back of your prescription ID card.