

Save with generics. Shop with savings. Repeat as necessary.

Switching from pricey brand-name drugs to low-cost generics means having more money in your pocket. So you can spend on the brand names you really want.

Why pay more for a drug's name?

Sometimes brand names matter. But when it comes to your medicine, why pay extra just for the name? Generic drugs cost much less than brand-name drugs but are just as safe and effective. In fact, the biggest difference between most generic and brand-name drugs is the price.

The Food and Drug Administration requires that brand and generic drugs have the same:

- Active ingredients
- Strength
- High quality standards
- Dose

How much you can save.

The amount you'll save by switching to generics depends on the cost of the drugs and how often you take them. Whatever you save, you'll save it every month. And that can really add up.

Here are some examples of savings on popular drugs:

Brand name	Cost*	Generic alternative	Cost*	Your savings
Nexium	\$239	Omeprazole	\$14	\$225
Maxalt	\$255	Sumatriptan Succinate	\$52	\$203
Adivcor	\$198	Pravastatin Sodium	\$8	\$190

Why generics cost less.

Even though the generic has a different name and might look a little different from the brand name, you'll pay less, save more. Why? Many companies can make the same generic drug, and that competition helps generic manufacturers keep their prices low. Plus, companies that make brand-name drugs pay for research and advertising. But most companies that make generics don't. They pass the savings on to you.

So what are you waiting for? Ask your doctor if a generic is right for you today. Start enjoying the savings. And splurging on you.

Visit us at anthem.com

*Based on WellPoint claims data. Actual savings may vary by plan.

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You could save hundreds of dollars a month – just by switching to generics. What would you do with the extra cash?