

# Your prescription, your choice.



~~\$83~~

Thirty-day prescription  
of one brand name drug



~~\$30~~

Thirty-day prescription  
of its generic equivalent

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**The generic drug can be just as effective.** Both medicines have the same active ingredients, the same strength and the same dosage. Choosing FDA-approved, high-quality generic drugs whenever possible can not only save you money at the pharmacy, but will help keep costs down for everyone in your health plan. Talk with your doctor to determine what's best for you.

**For more ways each of us can help keep healthcare affordable, please visit [www.bcbsne.com](http://www.bcbsne.com).**

Source: The National Association of Chain Drug Stores, "Industry Statistics," 2003.



**BlueCross BlueShield  
of Nebraska**

A Not-For-Profit Mutual Insurance Company and an Independent Licensee  
of the Blue Cross and Blue Shield Association.

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