

Your prescription, your choice.



~~\$83~~

Thirty-day pre-
scription of one
brand name drug



~~\$30~~

Thirty-day prescription
of its generic equivalent

The generic drug can be just as effective. Choose FDA-approved, high-quality generic drugs whenever possible. It can save you money at the pharmacy, and will help keep costs down for everyone in your health plan.



**BlueCross BlueShield
of Nebraska**

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

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

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