

Your wallet. Your choice.

~~\$83~~
30-day supply
of a brand-name drug



~~\$30~~
30-day supply
of generic equivalent

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Choosing generic drugs: just one way you can help keep costs down

for everyone in your health plan and save money at the pharmacy. Both medicines have the same active ingredients, the same strength and the same dosage. Pick FDA-approved, high-quality generic drugs whenever possible. Ask your doctor what's best for you.

Visit www.bcsne.com for more ways each of us can help keep healthcare affordable.

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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