

## Short conversations. Big savings.

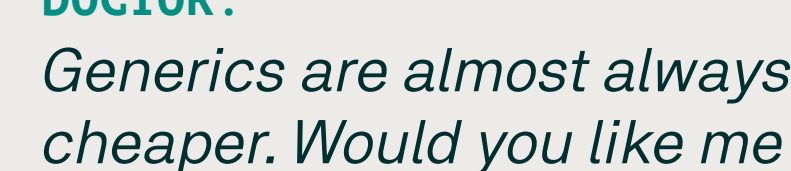
How to talk with your doctor or pharmacist to take advantage of the safety and savings of generic medications.

**PATIENT:**

*Does the medication you prescribed have a generic version?*

**DOCTOR:**

*It does. Most medications do now. Is that something you'd be interested in?*



**90%**

of prescriptions dispensed in the U.S. are generics.<sup>1</sup>

**PATIENT:**

*Would a generic version of this medication cost less?*

**DOCTOR:**

*Generics are almost always cheaper. Would you like me to check the price of this with your prescription plan?*



**85%**

savings by switching from a brand-name to a generic drug.<sup>2</sup>

**PATIENT:**

*Is the generic version of this medication safe?*

**DOCTOR:**

*Yes, generics go through the same safety checks as brand-name drugs.*



**100%**

of generics on the market are approved by the FDA.<sup>3</sup>

**PATIENT:**

*Would you recommend the generic version of this drug?*

**DOCTOR:**

*For you, yes. It would be just as effective as the name brand at a lower cost.*



**78%**

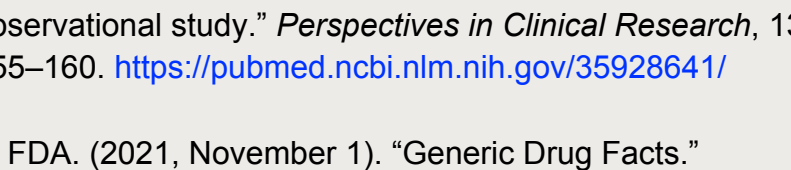
of doctors routinely prescribe generic drugs.<sup>4</sup>

**PATIENT:**

*Why haven't I heard of this drug before?*

**DOCTOR:**

*Generic drug makers don't pay for advertising so they can keep prices down.*



**0**

difference in effectiveness, side effects, strength, or quality.<sup>5</sup>

Have the easy conversation with your doctor or pharmacist today to start saving on your medications.

[LEARN MORE ABOUT GENERICS](#)

1. U.S. Food and Drug Administration. (2022, February 14). Office of Generic Drugs 2021 Annual Report. <https://www.fda.gov/drugs/generic-drugs/office-generic-drugs-2021-annual-report>

2. Federal Trade Commission. (2023, October). "How To Get Generic Drugs and Low-Cost Prescriptions." <https://consumer.ftc.gov/articles/generic-drugs-low-cost-prescriptions>

3. FDA. (2022, March 17). "The Generic Drug Approval Process." <https://www.fda.gov/drugs/news-events-human-drugs/generic-drug-approval-process>

4. Hadia, R. B., Joshi, D. B., Gohel, K. H., & Khambhati, N. (2022). "Knowledge, attitude, and practice of generic medicines among physicians at multispecialty hospital: An observational study." *Perspectives in Clinical Research*, 13(3): 155–160. <https://pubmed.ncbi.nlm.nih.gov/35928641/>

5. FDA. (2021, November 1). "Generic Drug Facts." <https://www.fda.gov/drugs/generic-drugs/generic-drug-facts>