



Examples of Savings with Generic Prescription Drugs

A 30-Day Supply of Medication

Gastroesophageal Reflux Disease (GERD) Medications***

Nonformulary brand names:

Prevacid[®], Prilosec[®], Nexium[®], Zegerid[®] — Costs range from \$136 to \$172

Formulary brand names:

Aciphex[®], Protonix[®] — Costs range from \$138 to \$172

Generic:

omeprazole — Cost: \$24

Cholesterol Medications***

Nonformulary brand names:

Crestor[®], Zocor[®] — Costs range from \$109 to \$166

Formulary brand names:

Lipitor[®], Vytorin[®] — Costs range from \$97 to \$104

Generic:

simvastatin — Cost: \$15

Sleep Aids***

Nonformulary brand names:

Ambien CR[™], Lunesta[®] — Costs range from \$138 to \$156

Generic:

zolpidem — Cost: \$15

Making Health Care Costs Easier to Swallow

Nobody likes paying more than they have to for anything — including health care products and services. One way you can cut costs is by switching to generic drugs. Generic drugs have the same quality, strength, purity and stability as brand name drugs, but cost much less.

From January 1, 2008 through March 31, 2008, prescriptions filled with a generic drug will be **FREE** for all eligible* Blue Cross and Blue Shield of Nebraska members. *That's three months of free generic prescription drugs!*

How To Get Your Free Generics

If you're already taking a generic prescription drug, whenever you get a refill using either a participating Rx Nebraska retail pharmacy or PrimeMail mail service program, your copay/coinsurance will be waived. If you're currently taking a brand name drug, ask your doctor if a generic drug is available and appropriate to treat your condition, and if so, to write you a new prescription. Have the new prescription filled at a participating pharmacy or through PrimeMail, and the usual copay/coinsurance will be waived. That's all there is to it!**

Continue to Save Even After March 2008

Give generic prescription drugs a try — for free — during the three-month promotional period. Then continue to use them for ongoing savings. In fact, the average cost of a 30-day supply of a generic drug is \$22, compared to an average of \$123 for a brand name drug. Encouraging the use of generic prescription drugs is just one way we're helping you control health care costs.

If you have any questions about the free generics program, contact our Customer Service Center at the telephone number shown on the back of your Blue Cross and Blue Shield of Nebraska ID card or visit www.genericsfromneblues.com.



**BlueCross BlueShield
of Nebraska**

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www.genericsfromneblues.com

Please note: Contract limitations and exclusions apply.

* Some Blue Cross and Blue Shield of Nebraska members are not eligible to participate in this offer: (1) customers covered under a Medicare Supplemental, Medicare Part D (Medicare Blue Rx) or Medicare PPO plan; (2) Comprehensive Health Insurance Pool (CHIP) members; (3) Federal Employee Program members; (4) employees of groups that do not use Blue Cross and Blue Shield of Nebraska's pharmacy benefit (pharmacy benefits are provided by another carrier); (5) customers covered under plans that offer Rx discounts but no coverage for prescription drugs.

** If your plan's prescription drug benefits are subject to a deductible, that deductible must be satisfied first before the free generics offer will be available.

***Total cost based on Average Wholesale Price or Maximum Allowable Cost, plus an average dispensing fee.

Nexium and Crestor are registered trademarks of AstraZeneca. Prevacid is a registered trademark of TAP Pharmaceutical Products Inc. Aciphex is a registered trademark of Eisai Co., Ltd. Protonix is a registered trademark of Wyeth Pharmaceuticals Inc. Prilosec is a registered trademark of Protor & Gamble. Lipitor is a registered trademark of Pfizer, Inc. Vytorin is a registered trademark of MSP Singapore Company, LLC. Zocor is a registered trademark of Merck & Co. Ambien CR is a trademark of sanofi-aventis U.S. LLC. Lunesta is a registered trademark of Sepracor, Inc., Zegerid is a registered trademark of Santarus, Inc.

This represents an amendment to your Schedule of Benefits as it relates to your generic drug copay/coinsurance for the time period January 1 through March 31, 2008.