

Want the truth about generic drugs?

Your doctor knows about the quality of generics.

Grand Value Pharmacy



Grand Value pharmacist Kevin White agrees, "Physicians and pharmacists work together as a team to help patients understand that generic drugs are the same as brand name drugs so they can make an informed choice about their health care."

**Ask your
local
pharmacist
about
generics.**

Rite Aid Pharmacy



Rite Aid pharmacist Sara Fakhoury agrees, "Doctors write hundreds of prescriptions every day and whenever I see an opportunity for generics, I call the physician and he agrees to change because he also knows that generic drugs are safe and effective."

According to the U.S. Food and Drug Administration's Center for Drug Evaluation and Research

In a letter sent to health practitioners by the U.S. Food and Drug Administration about the therapeutic equivalence of generic drugs they write, "For both brand-name and generic drugs, the FDA works with pharmaceutical companies to assure that all drugs marketed in the U.S. meet specifications for identity, strength, quality, purity and potency. In approving a generic drug product, the FDA requires many rigorous tests and procedures to assure that the generic drug is interchangeable with the brand-name drug under all approved indications and conditions of use. For these reasons, the FDA-approved product labeling does not recommend that any additional tests need to be performed by the health care provider when a switch occurs from a brand-name drug product to a generic equivalent drug product."

www.fda.gov

Demand Generics!



**Blue Cross
Blue Shield
Blue Care Network
of Michigan**

www.bcbsm.com

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