



<Date>

<Plan Member Name>

<Address Line 1>

<Address Line 2>

<City, State Zip>

Avoid Paying More Than You Have To For Your Prescriptions
Ask Your Doctor To Prescribe A Low-Cost Generic Drug

Dear <Name>,

Your health is our top concern. We understand that the prescription drugs you need to manage your health can be costly. To keep costs down*, your benefit plan, provided by <Client>, asks that you *try a generic drug first*. **If you choose to continue using the brand-name drug that you are now taking without trying a generic, your prescription may not be covered as of <date> and you may need to pay the full cost.**

The good news is that there are low-cost generic drug options available to treat your condition and support your overall health.

Pay more with your brand-name drug: OR Save with a generic option:

<TARGET DRUG>

<GENERIC DRUG>

<GENERIC DRUG>

<GENERIC DRUG>

You can feel confident choosing a generic drug:

- Generic drugs are becoming the choice among doctors and patients—more than 65 percent of prescriptions filled today are for generic drugs, and that percentage is growing.¹
- The U.S. Food and Drug Administration requires that generic drugs meet the same quality standards as brand-name drugs.
- Brand-name drugs cost an average six times more than generic drugs¹—yet generics are just as safe and effective.

Your next steps:

1. Ask your doctor to prescribe a generic drug before your next refill. Your doctor is most qualified to balance drug cost and quality considerations.
2. If your doctor doesn't think a generic option is right for you, ask your doctor to prescribe a preferred select[†] brand drug listed on the back side of this letter, which may cost you less than other brand-name drugs.
3. Fill your prescription through a pharmacy in the CVS Caremark network (find one at www.caremark.com) as you generally will pay less than using a pharmacy outside the network.

To learn more about your specific cost-savings for generics, visit the Savings Center at Caremark.com. You may also call us toll-free using the number on your Prescription Card.

Sincerely,
Your Customer Care Team

*Your savings will vary based on your plan and/or drug prescribed. ¹ IMS Health, 2009. [†]Preferred select brand drugs are safe, effective and usually available at a lower cost than other preferred or non-preferred brand drugs. Subject to state law restrictions. This document contains references to brand-name prescription drugs that are trademarks or registered trademarks of pharmaceutical manufacturers not affiliated with CVS Caremark.
Your privacy is important to us. Our employees are trained regarding the appropriate way to handle your private health information.
5295-902H02 121510 HPGST TDD toll-free [Add client number]

Preferred Select Brand Drugs

If a generic option isn't appropriate to treat your condition, ask your doctor to prescribe a preferred select brand drug listed below. These medications will usually cost you less than other brand-name drugs.

Non-preferred brand drug:

<TARGET DRUG>

<TARGET DRUG>

<TARGET DRUG>

Preferred select brand drug:

<PREFERRED SELECT BRAND DRUG>

<PREFERRED SELECT BRAND DRUG>

<PREFERRED SELECT BRAND DRUG>