



Generic Step Therapy & You

Your first step on the path to better health for less

Welcome to the CVS Caremark Generic Step Therapy program. This program helps you and your doctor choose a lower-cost, generic medicine as the FIRST STEP in treating your health condition.*

Just because a medicine costs more doesn't mean it works better. Some health conditions have many treatment options that vary in cost. Generic Step Therapy helps make sure the medicines that are effective and priced right are used first.*

It makes sense to try a generic medicine as the first step in treating your health condition. Why? Because for many people, they work just as well as other medicines but can cost up to 80 percent less.**

With Generic Step Therapy, if you choose to stay on your current, higher-cost brand-name medicine, you may have to pay the full price if you have not tried a generic option to treat your health condition.† For some health conditions, you may have to try two generic options, depending on your plan.

Why pay more to treat your condition when a generic medicine may provide the same health benefits for less?‡

Remember, lower cost does not mean lower quality. Choose a generic medicine and treat your health condition for less!

How Do You Take The First Step?



STEP 1

Talk to your doctor to find out which lower-cost, generic options may be right for you



STEP 2

Ask your doctor to call in your new prescription(s) to:

- **Retail pharmacy:** Find one included in the CVS Caremark Network at www.caremark.com
- **CVS Caremark Mail Service Pharmacy:** Your doctor can fax, e-prescribe or call toll-free at 1-800-378-5697



STEP 3

Fill your new prescription(s) and treat your health condition for less!‡

Want To Learn More?

Learn more about Generic Step Therapy by watching this short video: www2.caremark.com/sitetour/steptherapy/. You can also visit Caremark.com and click "Find Savings and Opportunities" OR call the toll-free number on the back of your prescription ID card. We are ready to help!

*Lower-cost options are generally generic medicines.

** Generic Pharmaceutical Association website: <http://www.gphaonline.org/about-gpha/about-generics/case>.

† Your doctor can contact CVS Caremark to request a prior authorization if you have a unique medical situation that requires you to keep taking the higher-cost (brand-name) medicine. If you have previously taken generic medicine in the same drug class, you may not be affected by this change.

‡ Your savings will vary based on your plan and/or medicine prescribed.

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Your privacy is important to us. Our employees are trained regarding the appropriate way to handle your private health information.

