



Same, but different.

Generic prescription drugs offer the same active ingredients, the same strength and the same dosage as their name-brand counterparts. So what's different? Generics can cost 30 to 80 percent less.

Ask your doctor or pharmacist if a generic equivalent or alternative is available and right for you. Help fight the rising cost of health care.



**BlueCross BlueShield
of Oklahoma**

**A stronger, healthier Oklahoma
begins at www.bcbsok.com**