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ALLEGRA-D AND PREVACID GO GENERIC

The Food and Drug Administration (FDA) recently announced the approval of generic forms of brand name medicines Allegra-D and Prevacid®. Because the costs of the brand name pills are considerably higher than those of their generic alternative, it is to your advantage to inform your employees of the availability of the new generic alternatives.

ALLEGRA-D 12 HOUR EXTENDED RELIEF

The current retail price of Allegra-D (60-120 mg 12-hour tablets) is approximately \$150 a month. The new generic equivalents Fexofenadine Hydrochloride 60 mg and Pseudoephedrine Hydrochloride 120 mg Extended-Release Tablets will cost roughly half of the brand name cost.

Allegra-D is an antihistamine and decongestant combination that is used to relieve symptoms of seasonal allergies such as watery or itchy eyes, runny nose, itchy throat, sneezing, and stuffy nose (nasal congestion).

PREVACID®

The current retail price of Prevacid is approximately \$210 per month. The generic Lansoprazole, which has the same active ingredients, is a lower-priced option that is expected to cost about 70% less by mid-2010 as more companies are allowed to produce it.

Prevacid is a proton pump inhibitor, a class of drugs that treat heartburn and acid reflux. Its generic, lansoprazole joins other generic and over-the-counter (OTC) heartburn medications in this class which includes generic and over-the-counter omeprazole (brand-name Prilosec), Prilosec OTC and omeprazole OTC, and generic pantoprazole (brand-name Protonix).

SPECIAL INFORMATION FOR BLUE CROSS BLUE SHIELD PLANS:

The brand names of these drugs will now be non-formulary in the Triple Tier Co-pay. Most pharmacies will switch the brand to generic automatically, but you will have some members that will want the brand. Their co-pay will be much higher and the drug may not be covered depending on the benefit design.

One way you can stay current with changes like these is to visit the FDA's website at www.fda.gov. The J.S. Clark Agency will do its best to continue to make you aware of first-time generic availability. If you have any questions regarding this communication release, please contact your J.S. Clark Account Executive or Manager at **248.355.9600**.

Retail prices are provided for illustrative purposes only based on findings by the Department of Health and Human Services and do not represent any type of overall average. Actual prices may vary.