



**Risk Management and  
Employee Benefits Administration**  
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## **Going Generic**

### ***Lowered Co-pays***

Offer a lower co-payment to motivate your employees to purchase generic drugs. Your prescription drug plan can be structured with generics serving as the lowest payment point. This strategy is an attractive financial incentive. You might even consider waiving co-pays altogether for seven-day prescriptions, since thirty-day prescriptions are often never completely used up.

### ***Pharmaceuticals Coming Off Patent***

Be aware of brand name drugs that are coming off patent. A patent protects a drug and its manufacturer for a specified number of years, preventing a competitor from making or selling the drug. When the patent expires, other drug companies are able to produce and put the drug on the market in generic form. In coming months, the cholesterol fighting drug, Zocor, and anti-depressant, Zoloft, will both be coming off patent and be available in generic formulations.

### ***Step Therapy***

Promote Step Therapy. Step Therapy is the practice of beginning drug therapy for a medical condition with the most cost-effective and safest drug therapy and progressing to other more costly or risky therapy, only if necessary. If your doctor does prescribe you a brand name drug ask if there is a generic equivalent with the same efficacy that treats the same symptoms.

### ***Ask for Generics***

Perhaps the simplest and most effective way to ensure you get generics is simply to ask for them. Be sure your physician indicates that generic substitutions are acceptable.

### ***RX Usage***

Examine the dollars spent towards prescriptions. At JI, our account managers and utilization management staff work with pharmacy benefit management representatives calculating these expenditures. We provide clients with a detailed report that evaluates usage and sit down with them to make recommendations. This strategy can make a significant impact on controlling costs and minimizing risk.

