

even if the substitution resulted in a cost savings. In California, people aged 55 and over oppose pharmacist drug-selection by a whopping margin of 83%.

What it all boils down to is this: people don't want to take chances with their health to save a little money.

If Substitution Were Allowed

Imagine, for a moment, that the Oklahoma anti-substitution law has been repealed. You're sick, and you go to your doctor. He examines you and prescribes a medication. But without his knowledge, the pharmacist substitutes a cheaper product. It doesn't work, but your doctor doesn't know why, since he doesn't know about the substitution. He knows how the drug he prescribed works, but you're not taking it. Did the substitute drug deliver too little medication into your bloodstream? There's no telling. In the meantime, you're incurring additional expenses because of prolonged illness.

Generic drugs may cost a little less in dollars and cents, but they can exact a high price in health.

If your doctor is to do his best for you, he must be free to use his best judgment, in drug therapy and every other area. He must be free to choose the drug he knows will help you the most.

If Oklahoma's anti-substitution law is repealed, you may be getting drugs from low-quality-control, no-research, minimum-distribution, fly-by-night companies.

All for the sake of savings that will never materialize.

How to Save Money on Medicine Right Now

Carefully choose a reputable pharmacy, conveniently located, that will serve you with quality drugs at reasonable prices. Make sure it has the services you want. Can you get quick service on filling prescriptions? Is there free home delivery? These, of course, can affect prices.

Talk to your doctor about the quality and price of your medication. Tell him you want the least expensive product consistent with your medical needs. Make sure you get it by asking your doctor to

specify that particular company's product on your prescription.

If your condition requires longterm therapy, ask your doctor to consider prescribing a larger supply. This will usually cut the cost per dosage.

Keep a record of all your prescription drug purchases — or ask your pharmacist to do so. Around income tax time, this will be invaluable in computing your medical deduction.

Oklahoma's anti-substitution law protects you and your family, whenever sickness threatens.

What to Do . . . Right Now

Use the attached card to write to your State Representative or Senator. Tell him you object to the repeal of Oklahoma's strong anti-substitution law, one of the best consumer protection laws we've got.

Do it now. The alternative is enough to make you sick.

If you are convinced Prescription Drug Substitution (Generic Medicine) is bad for Oklahoma, please tell your Representative or Senator . . . just fill in the spaces on the card at right. Address it, sign it, stamp it. And send it.

"I oppose Prescription Drug Substitution and as a concerned Oklahoman, I urge you to fight any proposed legislation that would bring such bad laws into our state."

Name _____

Address _____

City _____

Signature _____

Address the card to your appropriate Senator or Representative.

POTTAWATOMIE COUNTY:

Representative Charles Henry
Representative James Townsend
Senator Ralph Graves

PONTOTOC COUNTY:

Representative Lonnie Abbott
Senator Wes Watkins