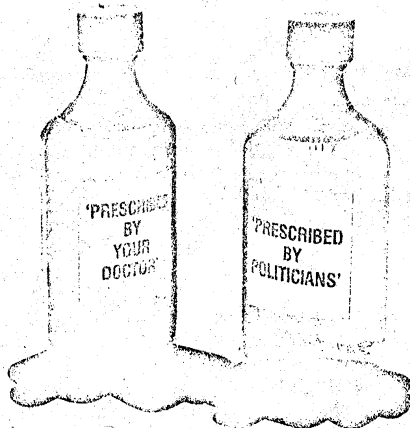


Newspaper

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Who do you trust with your life?



Lately there's been a lot of palaver about the excessive profits big drug companies are making.

And now the politicians have come up with a sure-fire solution to knock the props out from under them. Permit prescriptions calling for the brand name drugs of these firms to be filled with substitutes that may not be therapeutically equal. In fact, they not only may not cure you ... they may even make you sicker.

They say prescriptions filled using generic (or chemical) names for the drugs instead of the brand names will save you money.

They say since all drugs with the same chemical compound — no matter what they're named — are the same thing.

In the midst of all this rhetoric that amounts to playing politics with your money and well-being, we say, "Those big drug companies didn't get big by making crummy medicine."

On-going research. Stringent quality control. Professional integrity. Years of experience. That's what made those big drug companies big. That's what made your doctor trust them. That's what made their brand name mean something.

Who stands behind generic medicine? Who knows? It could be a reputable manufacturer. It could be a small or marginal company producing to the lowest quality control standards permitted under the law. You can't be sure if drug substitution is allowed. It could be an unknown firm who does little if any research to improve the effectiveness of the medicine you get and to find new drugs to treat you.



Make you think? Try this: No one really knows if generic drug substitution will save you money or not. In one area where it was legalized the price of medication rose 19¢ on the dollar.

Now try this: Those "cheaper" chemically equal drugs aren't equal either. Despite the identical chemical ingredients, the slight differences in fillers, coatings, acidity and absorption rate in drugs can make them totally ineffective — or worse than that — potentially harmful and even fatal.

Okay, we'll ask you again. Who do you trust with your life? Those big profitable drug companies that put their name on the line every time you take a pill? Or those who don't?

Prescription drug substitution legislation is now pending right here in Oklahoma, so it's imperative that you answer the question for yourself, and then act.

Call 273-8838 Now!

If you're already convinced, tell us when you call. We'll send a protest in your name to your State Senator and State Representative, or write your own letter. But don't wait. Now is the time to take action.

The alternative is enough to make you sick.

Medicine and Politics don't mix.

This campaign to Stop Prescription Drug Substitution Legislation is sponsored by the Polkavawome County Medical Society and Pharmaceutical Association.