

When you're critically ill do you want a politician or your doctor to decide what medicine you get?



You trust a politician enough to vote for him. Does that mean you trust him enough to dictate the medicine you and your family should take?

When he decided that's what it means, it's time to get worried.

Like now:

Some of them have decided they know enough to severely limit your doctor's options as to what medicine he gives you.

No kidding.

The proposed law involves prescription drug substitution. The selling point is that generic (or chemical) name drugs are usually cheaper than brand name medication.

And since all drugs with the same chemical name are *not* the same therapeutically, why shouldn't your doctor be the one to prescribe the medicine he wants you to get and have the assurance that you'll get it? Generic drugs are not required to meet equal quality control standards for purity or processing, but only minimum government levels.

We're here to tell you. And if you value your health and your money, we suggest you read on.

"Chemically equal" does not, REPEAT NOT, mean "therapeutically equal". Therapeutic action refers to the way the drug acts in your body. Differences in quality control, fillers, acidity and absorption rates will cause the so called chemically equal drugs to act differently in your body.

And the inequalities that exist
Can kill you: Like the heart patients in New York who died because different batches of the same heart medicine caused heart attacks.

Can maim you: Like the man in California who had 7 inches of his intestines and 150 antacid tablets removed surgically because they wouldn't dissolve in his stomach.



Can make you a whole lot sicker: Like the untold millions who have suffered penicillin reactions because of impurities in the drug.

Second, the drugs won't be cheaper. Despite grandiose claims nobody's proved that prescription drug substitution can save you more than 2¢ on the dollar on your medicine.

But if the cheaper drugs don't work, and you have to pay for repeated visits to the doctor, plus additional medicine, have you really saved any money at all?

You sent some of those people to Oklahoma City to represent you. Now it's time to give them a hand.

Call this number for more information on the prescription drug substitution legislation now pending. 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, you can write them yourself. But don't wait. Now is the time to take action. Write your letters or

Call 332-4116 Now!

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 Pontotoc Medical Society and the Ada Pharmacists Association.