



Coupon Card

Medication Target List

Drug manufacturers are actively promoting coupon cards for a variety of high-cost, branded medications. The selling point for coupon cards is that they reduce or eliminate the patient's out-of-pocket expense, though the availability over time cannot be guaranteed. The consequence is that the total cost of the prescription is often **MUCH** higher than therapeutic alternatives.

The table below highlights medications, often associated with coupon cards, that have lower cost generic and/or over-the-counter (OTC) alternatives available.

Target Brand Prescription Medications	Approximate Cost per Month † <small>Includes plan and member contributions</small>	Therapeutic Alternative(s)	Expense Comparison †
Crestor (rosuvastatin)	\$230	Rosuvastatin	8x Less Expensive than Brand Medications
Lipitor (atorvastatin)	\$400	Atorvastatin	40x Less Expensive than Brand Medications
Livalo (pitavastatin)	\$300	Simvastatin	30x Less Expensive than Brand Medications
Nexium (esomeprazole)	\$300	Omeprazole*	30x Less Expensive than Brand Medications
Dexilant (dexlansoprazole)	\$300	Esomeprazole*	3x Less Expensive than Brand Medications
Vimovo (esomeprazole plus naproxen)	\$2,400	Esomeprazole* Plus Naproxen* <small>as single ingredients</small>	120x Less Expensive than Brand Medication
Duexis (famotidine plus ibuprofen)	\$2,500	Famotidine* & Ibuprofen* <small>as single ingredients</small>	250x Less Expensive than Brand Medication
Glumetza (metformin ER modified release)	\$6,600	Metformin ER	132x Less Expensive than Brand Medication
Pennsaid (diclofenac 2% topical solution)	\$2,600	Diclofenac Oral	52x Less Expensive than Brand Medication
		Diclofenac 1.5% Topical Solution	10x Less Expensive than Brand Medication

* Over the Counter product available

† Medication cost estimates are based on Nebraska Health Network claims data from commercial insurers

Appropriateness of switching to a therapeutic alternative(s) should be based on provider's clinical judgment.

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