













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 † Includes plan and member contributions | 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* as single ingredients | 120x Less Expensive than Brand Medication  |
| Duexis (famotidine plus ibuprofen) | \$2,500 | Famotidine* & Ibuprofen* as single ingredients | 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.