# Targeted Generic Alternative Messaging (TGAM)

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**Description:** Talking points to use when presenting Targeted General Alternative Messaging (TGAM) to members.

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| Presenting the Opportunity |

The system identifies members on a select list of single source brands that have generic alternatives available (which means brands that do not have a generic equivalent but have a generic alternative in the same therapeutic class).

**Example:**  Brand name Crestor has the following generic alternatives: Atorvastatin and Simvastatin.

Letters are sent to members monthly encouraging them to talk to their doctor about switching to a lower cost generic in the same therapeutic class. It includes the current brand name and the generic alternatives.

Members may give verbal signals to present a Targeted General Alternative Messaging (TGAM) opportunity. Listen for queues such as:

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| **The member states…** | **The CCR Responds…** |
| * My brand medication is expensive. * I cannot afford my medication. * Are there any generic options for the medication I am taking? * Is there a way I can save on my medication? | Allow me to tell you about how choosing to fill your prescription with a generic alternative could save you money.  The following suggested script may be discussed after successful authentication.  **Transitional Statement**  I notice that you might have an opportunity to save money on one or more of your current medicines. There are lower-cost generic option(s) that could replace your current medicine.  **CCR Note:** Refer to eligible prescriptions by drug name and Rx ID number when speaking with members to help them understand which of their prescriptions have a lower cost generic alternative.  **Benefits:**  When you choose a generic alternative, you can save money.  According to our records, your prescription for <DRUG NAME(S)> has a generic alternative that will cost you less than what you are paying now for the brand name drug. Are you interested in learning how you can start filling the lower cost generic alternative?  Great! What you need to do is talk with your doctor to see if one of the generic options will work for you. Then, ask your doctor to provide a new prescription to your local pharmacy or to the PBM Mail Service Pharmacy toll-free at **1-800-378-5697**. |

**Remember:** If the right opportunity does not present itself use the [Universal Care - Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f) as your guide to consult with members by educating them on products and services.

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| Key Message Points |

The following are key message points that should be stated to the member:

**Opportunity**

 There are lower cost generic alternatives available that you can consider discussing with your doctor to replace your current brand medication.

**Benefits**

* Save money by using lower cost generic alternatives.
* Maximize savings by filling generics in a 90-day supply with the PBM Home Delivery/Mail Order service.
* Generic drugs are approved by the United States FDA and are as effective as brand name medications.

**Call to Action**

 Talk with your doctor to see if one of the generic options will work for you. Then, ask your doctor to provide a new prescription to your local pharmacy or to the PBM Mail Service Pharmacy toll-free at **1-800-378-5697**.

 You can also obtain information online: Sign in or register at **Caremark.com** (or through the member web portal if they use a single sign-on.) Select **Find Savings and Opportunities** to learn about other ways you may be able to save money by trying a generic drug.

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| Frequently Asked Questions and Answers |

Use as needed:

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| **#** | **Questions/Statements and Answers** |
| **1** | **Are generics safe and effective?**  Generic drugs approved by the United States FDA are safe and as effective as brand name medications; yet generic drug prices have decreased more than 20% in the last year. Generic drugs contain the same chemical composition (active ingredients) and have the same dosage form, strength, route of administration as the equivalent brand medications.  The difference is usually the dyes, buffers and fillers. For any concerns, I would contact your prescriber about which alternative would be best for you.  **CCR:** To address concerns with taking generic medications, refer to the [Auto Refill Program (ARP) Overcoming Objections](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=ee4f7021-02e7-4b7e-9f76-6939af1a1145) (086363). |
| **2** | **What is the difference between a generic equivalent and a generic alternative?**  A generic equivalent is when a brand drug has a direct generic substitute for example, Lipitor (brand) has a generic equivalent called Atorvastatin. A generic alternative is when a brand name drug does not have a direct generic substitute but has a generic alternative in the same class.  For example, brand name Crestor has the following generic alternatives: Atorvastatin and Simvastatin. |
| **3** | **Do generics cost less because they are lower quality?**  No, generic medications are less expensive because generic manufacturers do not have the large investment costs of the original developer. By law, a generic drug product must contain identical amounts of the same active ingredient(s) as the brand name product. |
| **4** | **Generics are manufactured in substandard facilities.**  No, generic firms have facilities that are FDA-inspected just the same as brand-name facilities do. |
| **5** | **Are generic medicines only available for a specific condition?**  No, The FDA has approved more than 10,000 generic medications for use in treating many conditions, so there is likely to be one available to help you obtain a lower-cost, effective treatment. |
| **6** | **How can I get the generic alternative for my brand name medications?**  Contact your doctor and ask if the suggested generic alternative would work for you. |

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| Related Documents |

* [Customer Care Abbreviations, Definitions, and Terms Index](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606) (017428)
* [Universal Care - Caller Authentication (004568)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=bcb8da72-5501-4631-b9fd-fe675bc4a1fd)
* [Universal Care - Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f)

**Parent Documents:**

[CALL 0049 Customer Care Internal and External Call Handling](https://policy.corp.cvscaremark.com/pnp/faces/DocRenderer?documentId=CALL-0049)

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