# Targeted Generic Alternative Messaging (TGAM) – Overcoming Objections

[Objections: Generic Drugs are Not as Effective as Brand Drugs](#_Toc82083400)

[Objections: Generic Alternative Drug is Not the Same Drug](#_Toc82083401)

[Related Documents](#_Toc82083402)

**Description:** Members may have objections to generics along with appropriate responses for these objections.

|  |
| --- |
| Objections: Generic Drugs are Not as Effective as Brand Drugs |

**Example:** The member is expressing concerns about generics not being as effective as brand drugs.

|  |  |
| --- | --- |
| **Objection** | **Response** |
| Generic drugs do not work as well as brand drugs. | Generics are safe and effective, and you should discuss your concerns with your doctor. |

[Top of the Document](#_top)

|  |
| --- |
| Objections: Generic Alternative Drug is Not the Same Drug |

**Example:** The member is expressing concerns about generic alternatives not being the same drug.

|  |  |
| --- | --- |
| **Objection** | **Response** |
| I do not want to take a different drug; it is not the same. | Yes, it is a different drug; however, you can still discuss this option with your doctor because the generic alternative is within the same therapeutic drug class and can be prescribed for your condition. If you like, you can speak to one of our pharmacists. |

[Top of the Document](#_top)

|  |
| --- |
| Related Documents |

[Customer Care Abbreviations, Definitions, and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

[Top of the Document](#_top)

Not to Be Reproduced or Disclosed to Others without Prior Written Approval

**ELECTRONIC DATA = OFFICIAL VERSION – PAPER COPY – INFORMATIONAL ONLY**