# Generic Copay Incentive (GCI) Overcoming Objections

[Objections: Generic Drugs are Not as Effective as Brand Drugs](#_Toc169610274)

[Objections: Generic Drug is Not the Same Drug](#_Toc169610275)

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**Description:** Members may have objections to generics. The table below provides examples of appropriate responses for these objections.

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

In the example below, the member is expressing concerns about generics not being as effective as brand drugs.

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| **Objection** | **Response** |
| Generic drugs do not work as well as brand drugs | Generics offer quality, safe and effective treatment options that have no clinically meaningful difference from their branded reference product. I encourage you to speak to your doctor regarding your concerns. I can also let you speak to one of our pharmacists. They will be able to answer any additional questions that you may have. |

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| Objections: Generic Drug is Not the Same Drug |

In the examples below, the member is expressing concerns about generics not being the same drug.

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| **Objection** | **Response** |
| I do not want to take a different drug (generic alternative); it is not the same thing. | I completely understand your concerns. I can absolutely let you speak to one of our pharmacists. They will be able to discuss the similarities as well as differences between your prescription and the generic alternative. |
| I do not want to take a different drug (generic equivalent; it is not the same thing. | I completely understand your concerns and encourage you to speak to your doctor about your concerns. I can also let you speak to one of our pharmacists. They will be able to discuss the similarities as well as differences between your prescription and the generic equivalent. |

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