

Without the innovators, there could be no imitators

Librium® (chlordiazepoxide HCl) Roche
Premarin (conjugated estrogens) Ayerst Laboratories
HydroDiuril (hydrochlorothiazide) Merck Sharp & Dohme
Lanoxin (digoxin) Burroughs Wellcome Co.
Lasix (furosemide) Hoechst-Roussel
Meticorten (prednisone) Schering Corporation
Anturane (sulfapyrazone) Ciba-Geigy Corporation
Erythrocin (erythromycin) Abbott Laboratories

Research and development, the life blood of pharmacotherapeutic progress

The drugs that have contributed so much to modern medicine were the product of long years of expensive research. And tomorrow's drugs depend upon continuation of the research and development going on right now. The cost of that research is one of the things reflected in the price of a brand-name drug. The substitution of a cheaper "generic" drug for a brand-name product may save the patient some money at the prescription counter. However, it threatens the very foundations of modern pharmaceutical research.

The hidden cost of "cheaper" generic drugs

Much of the enthusiasm for generic prescribing is based on a shortsighted view that fails to take such long-term issues into account. While cost is an important factor, pharmaceutical research, the quality of medicine, and future generations of patients must all be considered.

Settling for cheaper drugs today could deprive you and your patients of the drugs they may need tomorrow.



ROCHE®

To encourage imitation is to discourage innovation