

Consumer Reports   
**BEST BUY DRUGS**<sup>™</sup>  
www.CRBestBuyDrugs.org



- **FREE**, unbiased analysis of the prescription drugs you take each day
- Recommended **Best Buys** that could save you thousands of dollars a year
- Detailed reports to help you and your doctor discuss which medicines are right for you

[www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org)

# Proven. Effective. Affordable.

You've trusted **Consumer Reports** since 1936 to give you independent information on the products you buy and use every day.

Now we're giving consumers that same unbiased analysis of prescription drugs—helping you find medicines that are proven safe and effective, and could save you thousands of dollars each year.

## Best of all, this information is FREE!

Log on to [www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org) to find our **Best Buy** picks for each drug category, as well as downloadable reports you can take to your doctor to have a conversation on the cost, safety, and effectiveness of the medicines you take.

Our mission is to help you navigate the prescription drug marketplace and stretch your health-care dollars. We are not affiliated with the pharmaceutical industry—we are here solely for consumers.





## Examples of Best Buy Drugs and Potential Savings

Drug Category	Best Buy Pick	Annual Savings
<b>Cholesterol-reducing statins</b> (to reduce LDL levels by less than 40%)	Generic lovastatin	\$1,300
<b>Acid-reflux and heartburn treatment</b> (PPIs-proton pump inhibitors)	Prilosec OTC	\$1,700
<b>Arthritis pain medication</b> (NSAIDs-non-steroidal anti-inflammatories)	Generic ibuprofen	\$1,500
<b>Antidepressants</b>	Three generics: fluoxetine citalopram bupropion	\$1,200



# Who will this project help?

- The uninsured
- Seniors without any drug coverage
- Insured people with high co-pays
- Employers, insurance companies, unions
- Anyone interested in getting a better value for their health-care dollar

# What can you do to bring down drug costs?

**Patients:** Print out the reports at [www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org) and take them to your doctor to help open a conversation about drug effectiveness, safety, and price.

**Medical professionals:** Print out the reports for your waiting room or for selected patients. Set your office computer to link to the Web site. Discuss with your patients the option of lower-cost drugs.

**Pharmacists:** Make copies of the reports available to your customers, and call physicians to present cost-effective alternatives.

**Community and senior groups:** Hold meetings to educate people. For information about print materials, e-mail [CRBestBuyDrugs@cu.consumer.org](mailto:CRBestBuyDrugs@cu.consumer.org).

**Employers, unions, insurance companies, benefit managers:** To link to our Web site to share this information with your members, e-mail [wintwe@consumer.org](mailto:wintwe@consumer.org).

**Everyone:** Sign up for free updates of our latest drug category at [www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org). You can also tell us on the Web site how much money you saved.



These organizations have partnered with us to educate their members about the **Best Buy Drugs** project:

**AFL-CIO**

**Alliance for Retired Americans**

**AFSCME**

**American Public Health Association**

**American Medical Student  
Association**

**Common Cause**

**Consumer Federation of America**

**Families USA**

**National Committee to Preserve  
Social Security and Medicare**

**National Education Association**

**U.S. Public Interest Research Group**

If you would like to partner with us, or learn how to inform your members about the project, go to [www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org) or e-mail Gail Shearer at [CRBestBuyDrugs@cu.consumer.org](mailto:CRBestBuyDrugs@cu.consumer.org)

**Best Buy Drugs** is funded by grants from the Engelberg Foundation and the National Library of Medicine. Our evaluations are based on reviews by the Oregon Health and Science University-based Drug Effectiveness Review Project.

[www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org)

“The Consumers Union Best Buy program is part of a burgeoning industry aimed at empowering drug purchasers to make better-informed and more cost-effective choices.”

—The Washington Post

“By factoring in cost, the site... goes a step beyond what most others have done to date... Most experts are applauding such attempts to help people decipher the conflicting messages about medicines.”

—Business Week Online

“The first-of-a-kind Web site... May add pressure to drug makers to demonstrate how their products stack up against those of similar competitors. It is part of a growing movement by employers, insurers, and the government to funnel patients to treatments, hospitals, or doctors with proven track records and cost-effective programs.”

—USA Today

“Think of [the project] more as an anti-marketing campaign, designed to counteract the billions spent each year on selling prescription drugs... Evaluations such as this can help patients and their doctors escape the temptation to assume that newer and pricier equals better.”

—The Philadelphia Inquirer



CRBBD-BR1-0405

[www.CRBestBuyDrugs.org](http://www.CRBestBuyDrugs.org)