

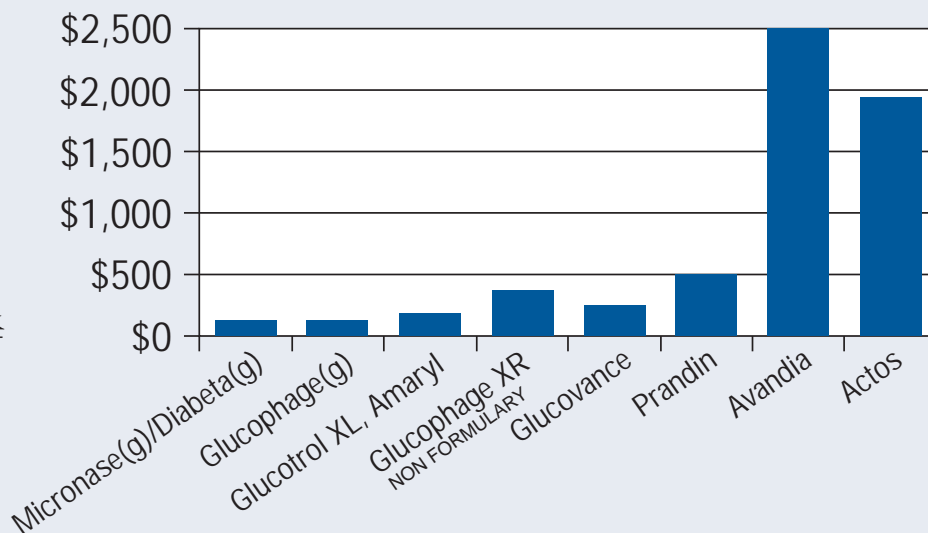


New pricing for an effective *oral* antidiabetic agent

**Consider generic
Glucophage®
(Metformin)!**

- * Available generically in 500mg, 850mg and 1000mg strengths
- * Generic Glucophage® is indicated for Type II diabetes as *first line* monotherapy, or in combination with sulfonylureas¹
- * Glucophage® improves glucose tolerance & insulin sensitivity
- * Glucophage® has been shown to reduce diabetic complications (UKPDS)^{5,6}
- * AACE guidelines suggest Glucophage® lowers HbA1c *to a greater extent than TZD agents*²

Annual Dollars/% HbA1c reduction^{2,3,4}



Blue Care Network

Blue Care Network of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.

¹ Metformin is contraindicated in patients with significant renal dysfunction and in patients with CHF requiring pharmacotherapy; refer to prescribing information.

² American Association of Clinical Endocrinologists Medical Guidelines for the Management of Diabetes Mellitus.

³ Generic Glucophage® price based on 2002 Maximum Allowable Cost (MAC) for 850mg BID dosing.

⁴ Formulary alternatives cost information reflect net plan costs.

⁵ UKPDS Group. Effect of intensive blood-glucose control with metformin on complications in overweight patients with type 2 diabetes (UKPDS 34). *Lancet* 1998; 352: 854-65.

⁶ No similar long term studies have been published for diabetic outcomes for the following agent types: TZDs (Avandia®; Actos®), alpha-glucosidase inhibitors (Precose®; Glyset®) and glinides (Prandin®, Starlix®).