



**No difference in
efficacy among
Prozac[®], Paxil[®] and
Zoloft[®]**

(JAMA, Dec. 19, 2001; 286(23): 2947-2955)¹

**Branded SSRIs cost UP TO
400% MORE!**

**BCN Cost for One Month
of Therapy^{2,3}**

Prozac [®] (generic) 20 mg daily \$15 OR LESS!	Alternative SSRIs Paxil [®] , Zoloft [®] Celexa [®] \$60-75
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**Try Generic
Prozac[®]**

An effective low-cost
SSRI for
depression



Blue Care Network

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

¹ When used for treatment of depression

² Generic Prozac[®] based on April 1, 2002, Maximum Allowable Cost for 10 mg or 20 mg capsules (pricing not applicable to 40 mg capsules)

³ Formulary alternatives cost information based on 2001 BCN pharmacy claims data