



FUNDamentals

March 2008

The newsletter from your Wisconsin Health Fund
PO Box 601 Milwaukee WI 53201

Generic vs. Brand

Living Right
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Have you ever been concerned about your prescription costs? Would you like to get the same benefits for less money?

Bone Density
Page 2

Consider this:

- Generic drugs cost about half as much as brand name drugs.
- Generic drugs are as safe, effective and as high in quality as the brand name drugs.

From the Doctor
Page 3

Let's face it; many of us grew up with the idea that the word generic means second-rate, low quality. What about generic drugs? Many people still think that generic prescription drugs just aren't as good as brand-name drugs. But the truth is, quality is not sacrificed. Generic drugs are just as safe and effective as more expensive brand-name drugs. What's more, today, millions of people save substantial sums of money by choosing generic drugs.

10 Keys to
Cancer
Prevention
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Are generic and brand-name drugs the same? A generic drug contains the same active ingredient in the same dosage form and strength as the brand-name drug. Since they have the same active ingredients, generic drugs can be used by patients of all ages to achieve the same medical effects provided by brand-name drugs. Manufacturers do add small amounts of inactive ingredients for specific purposes such as to add flavor and color. As a result, brand-name drugs and their generic equivalents often look different. Because these ingredients are inactive they usually do not pose any risk for patients.

Wordsearch
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Generic drugs are approved by the U.S. Food and Drug Administration (FDA), just like brand name drugs. The FDA mandates that generic drugs be chemically equivalent and bioequivalent to their brand name counterparts. This means that generic drugs contain the same active ingredients, will act the same in your body, within the same amount of time, and be as effective to treat your medical condition as brand products. The FDA carefully oversees generic drugs to ensure their safety and effectiveness.

Holiday Schedule
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Generic drugs are widely accepted by physicians, pharmacists and health plan providers. Already, over 50% of all drugs dispensed annually are generic drugs. The availability of generic drugs is constantly expanding.

Remember to notify
WHSF if you have a
change of address,
phone number, or
other insurance
coverage

Many of the best selling, most widely prescribed brand name drugs are available as generic drugs for many common medical conditions, including but not limited to:

- Heartburn
- Allergies
- Depression
- High Blood Pressure

Greater availability of generic alternatives over the next few years will bring new value for you, providing quality, safety and effectiveness at substantially lower prices.

OUR MISSION

Why should you choose generics? They are more cost effective and you get the same quality and effectiveness as that of brand-name drugs.

Enriching lives
through progressive
benefits,
compassionate care,
and exceptional
service.

Example of how much can be saved by asking for a generic!

Brand Drug Name	Retail Cash Brand Price	Generic Name	Retail Cash Generic Price
Zocor 20mg	\$162.70	Simvastatin	\$10.37
Zestril 20mg	\$48.22	Lisinopril	\$11.96
Ambien 10mg	\$153.51	Zolpidem	\$11.34

Ask your doctor if there is a generic option for your medication.

Living Right

Exercise: How much should I do? You know regular exercise helps protect your health. But what's considered "regular"? Do you have to work out like a bodybuilder or is walking around the block enough? Guidelines from the American Heart Association and the American College of Sports Medicine recommend:

30 minutes of moderate exercise - such as brisk walking, bicycling or recreational swimming - 5 times weekly. **Or** 20 minutes of vigorous exercise - such as jogging, running, playing basketball or lap swimming - 3 times weekly. **And** a session of strength training - such as weight lifting, push-ups, and sit-ups or other calisthenics - 2 times a week. Try to do eight to ten different types of these exercises with eight to twelve repetitions each.



Caution: For safety's sake, see your doctor before significantly increasing your level of activity.

You always can do more! The 20 or 30 minutes recommended is just an average of how much exercise tends to yield health benefits. Doing more is even better for you. In fact, you may need to do at least 60 to 90 to lose weight or maintain weight loss.

Ready to get started? Follow these tips to work fitness into your daily routine:

Chop it up. Can't do 30 minutes all at once? Doing it in 10 minute chunks throughout the day can be just as effective.

Mix and match moderate and vigorous activities. You can take brisk 30-minute walks two days a week and go on 20-minute runs on two other days.

Choose activities you like. You don't want to get bored! And, you may be more likely to stick with it. Bring the family. Plan an active game in the park. Go on a hike or bike ride. Exercise is more fun as a group. And, it teaches kids the importance of fitness.

Following these guidelines can help you reduce risks for serious illness, such as diabetes, heart disease, high blood pressure and cancer. It also can help you stay strong, flexible and independent as you age.

Wisconsin Health Fund
Welcomes:

Badger Trailer and Equipment
City of Marinette
Veolia ES Technical Solutions
WI AFL-CIO LETC

BONE DENSITY TESTING AT WHF

Osteoporosis is a common disease that is characterized by low bone mass, which leads to an increased risk of fracture. Osteoporosis Risk Assessment and Screening can identify patients with low bone density. The radiology department at WHF now has the ability to perform Bone Mineral Density Screening. Your physician will perform an osteoporosis risk assessment and determine if you meet the screening criteria. Patients that meet the Osteoporosis Risk Assessment and Screening criteria may have a bone density scan to measure bone mineral density (BMD). Your physician can order a Bone Mineral Density Scan if you have any of the following risk factors:

All women aged 65 or older or have started menopause before age 45 or who have been on hormone replacement therapy for prolonged periods. All men aged 65 or older. Anyone who has broken a bone after age 50 or with a family history of osteoporosis. Anyone who smokes or has two or more drinks of alcohol several times a week. Anyone with fragility fracture or a disease, condition or taking medication associated with osteoporosis. Anyone with an eating disorder such as anorexia nervosa or bulimia. Talk to your physician at your next visit about Bone Mineral Density Testing.

From the Doctor

March was colon cancer awareness month. That means it is time to remind people about the importance of getting colon cancer testing done.

This Issue: Colon Cancer



**Steven
Lipscomb M.D.**

Colon cancer is the third most common cancer diagnosed in the U.S. and the second most common cause of cancer death. It is one of the few cancers that is preventable if polyps (precancerous growths) are found and removed during colonoscopy, but also may be cured with an operation if detected at an early stage. Typically, polyps or even cancer in the large bowel cause no symptoms, although blood in bowel movements or changes in bowel habits may be present.

The likelihood of having colon polyps or cancer starts to gradually increase starting at age 50. This is why guidelines recommend a colonoscopy exam starting at this age. Colonoscopy is a safe, comfortable exam during which polyps can be identified and removed, and cancers can be detected. Fortunately, most people have a normal exam, and a follow-up exam is not needed for 10 years.

People with parents or siblings with colon cancer or polyps have an increased likelihood of both, and may need an examination at an earlier age than 50. Colon cancer is more common in African Americans and screening exam should begin at age 45.

Your WHF benefits provide coverage for age appropriate cancer screenings, including a colonoscopy exam. Discuss this important test with Dr. Lipscomb or your primary health care provider.

10 Keys to Cancer Prevention

- 1) Be as lean as you can for your weight and height
- 2) Be physically active for at least 30 minutes every day
- 3) Avoid sugary drinks and limit junk food and fast food
- 4) Eat a variety of plant-based foods
- 5) Limit red meats and avoid meats that are cured, smoked, salted or have preservatives
- 6) Limit alcohol
- 7) Limit salt and salty foods
- 8) Don't rely on supplements, try to get the vitamins and minerals you need from the food you eat
- 9) If you are a mother, try to breast-feed your baby for at least six months
- 10) If you've had cancer, follow these recommendations

Can you find all the words in Orange?

Words can be forward, backwards, up, down and diagonal

S L P S R S X I S D C L N D
 T B O W U F I Y U I N O A A
 C R K H M P M G R V I I X R
 E A L D O P P E N S G M W K
 F N A H T C N L I S H X D B
 F D W O V E L V E N Y A T L
 E B M T G W Y A E M G T K U
 L S H L X H Y Y B T E O O E
 Q W U N T F E X N W N N H X
 N C O L O N C A N C E R T O
 L V A E S I C R E X E C Q S
 S E U V R A Y S V K E D Z A
 H T S U D B P L G L L G E D
 D M Z N V E Y U L T Q W E I

- 1) **Generic** Drugs can be half the cost of **Brand** Name Drugs
- 2) **Exercise** for numerous health benefits
- 3) Enjoy Spring by taking a **walk**
- 4) March was **Colon Cancer** Awareness Month
- 5) The **Dark Blue** Ribbon is the symbol for colon cancer
- 6) April is **Alcohol** Awareness Month
- 7) There is no body **cell** resistant to alcohol
- 8) Learn the **signs, symptoms** and **effects** of alcohol problems
- 9) May is **Healthy Vision** Month
- 10) Visit an **eye** doctor regularly
- 11) Protect your eyes from **UV rays, dust, wind** and bright lights
- 12) Don't rely on **supplements** you must eat healthy too

Wordsearch answer key can be found on our website: www.whfund.org. Click on the March 2008 FUNDamental, answer key is the last page

Wisconsin Health Fund FUNDamentals

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WHF On-line
www.whfund.org

Schedule a private tour by calling Director of Member Services Gail Stelmaszewski at (414) 479-3693
The WHF Medical Center is conveniently located at 6200 W. Bluemound Rd. in Milwaukee. Bluemound Rd. is one half mile north of I-94.



WHF Holiday Schedule

- Memorial Day - Saturday May 24th - Pharmacy Closed
Monday May 26th - Closed
- Independence Day - Friday July 4th - Closed
Saturday July 5th - Pharmacy Closed
- Labor Day - Saturday August 30th - Pharmacy Closed
Monday September 1st - Closed
- Thanksgiving - Thursday November 27th - Closed
Friday November 28th - Admin/Benefits Closed
- Christmas Eve - Wednesday December 24th - Closed at Noon
- Christmas Day - Thursday December 25th - Closed
- New Years Eve - Wednesday December 31st - Closed at Noon
- New Years Day - Thursday January 1st 2009 - Closed

Wordsearch Answer Key

	a	b	c	d	e	f	g	h	i	j	k	l	m	n	
1	S	L	P	S	R	S	X	I	S	D	C	L	N	D	(e7, NE) generic
2	T	B	O	W	U	F	I	Y	U	I	N	O	A	A	(b2, S) brand
3	C	R	K	H	M	P	M	G	R	V	I	I	X	R	(k11, W) exercise
4	E	A	L	D	O	P	P	E	N	S	G	M	W	K	(c6, N) walk
5	F	N	A	H	T	C	N	L	I	S	H	X	D	B	(b10,E) colon cancer
6	F	D	W	O	V	E	L	V	E	N	Y	A	T	L	(n1, S) dark blue
7	E	B	M	T	G	W	Y	A	E	M	G	T	K	U	(h7, NW) alcohol
8	L	S	H	L	X	H	Y	Y	B	T	E	O	O	E	(l11, SW) cell
9	Q	W	U	N	T	F	E	X	N	W	N	N	H	X	(f1, SE) signs
10	N	C	O	L	O	N	C	A	N	C	E	R	T	O	(i1, SW) symptoms
11	L	V	A	E	S	I	C	R	E	X	E	C	Q	S	(a7, N) effects
12	S	E	U	V	R	A	Y	S	V	K	E	D	Z	A	(a13, NE) healthy vision
13	H	T	S	U	D	B	P	L	G	L	L	G	E	D	(g9, NE) eye
14	D	M	Z	N	V	E	Y	U	L	T	Q	W	E	I	(c12, E) uv rays
															(e13, W) dust
															(m4, NW) wind
															(d1, SE) supplements