Content 3 Ways

**TOPIC:** Biosimilar drugs

**Instructions**

Copy and paste the below content that works best for the way you want your employees to receive the information. The content is presented 3 ways:

1. **Long:** Designed for your employee newsletter or email
2. **Medium:** Ready for your employee website or as a brief reminder
3. **Short:** Great for an employee text message or your employee television

*Premera does not authorize any changes to text, unless specifically identified in the document. Employers will be solely responsible for all consequences due to any unauthorized changes made to the provided templates.*

**1. Long**:

For your employee newsletter or email

**Why Premera Blue Cross supports biosimilar drugs**

**What do biosimilar drugs treat?**

Biologic drugs and biosimilars are used to treat cancer, inflammatory conditions, diabetes, and other conditions.

**What’s the difference between a biosimilar and a biologic?**

A biosimilar is like a generic drug but for a biologic.

A biologic is the brand name drug (like Humira) and the biosimilar is the generic version. There are no meaningful differences between the two.

**Biosimilars are highly similar versions of biologic drugs.**

A biologic drug is created out of a living cell, so it’s complicated to make. A biosimilar is a copy of a biologic. Creating this copy is a complex process, which is why it’s highly similar to the original biologic, but not exactly the same.

For example, creating a biologic drug is like making bread. You can follow the directions exactly, but each batch will be different because bread is made with a living ingredient—yeast! Just like making bread from yeast, every loaf will be safe to eat and delicious, but it will not be identical to the original loaf of bread. In the same way, if you try to copy a biologic, the resulting biosimilar version will be highly similar with no clinically meaningful differences in how safe and effective it is, but it won’t be identical.

**Are they safe?**

Yes. The Food and Drug Administration (FDA) requires biosimilars to meet rigorous standards so you can trust their safety and quality.

**What does this mean to you?**

Cost savings.

**If your provider prescribes a biosimilar, don’t be afraid to use it.**

The packaging may look different than the brand name, but it’s a safe and effective alternative.

Watch this [short video](https://www.premera.com/video/biosimilars/) to hear more about how we support biosimilars and what they can do for you.

**2. Medium**:

For your employee website or as a brief reminder

**Why Premera Blue Cross supports biosimilar drugs**

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[Read more here](https://www.premera.com/documents/062659.pdf)

[Watch a short video](https://www.premera.com/video/biosimilars/)

**3. Short**:

For an employee text message or your employee television

What is a biosimilar drug and should you agree to take one? Find out more information [here](https://www.premera.com/documents/062659.pdf).