

Health Enterprises will Cut the Cost of Medication in Half!



Save money and lower the cost of prescriptions by splitting pills.

Health Enterprises is the #1 choice for custom medical compliance products. As the leader, we provide high-quality custom splitters to build brand recognition, increase customer satisfaction and most importantly save money!



A study conducted at the **Stanford University Center for Research in Disease Prevention** (see back panel) found that 11 prescription drugs can be cut in half and work just as effectively. They found that “when properly implemented, pill-splitting can be a safe, viable cost-saving strategy.”

For more information call 1.800.633.4243

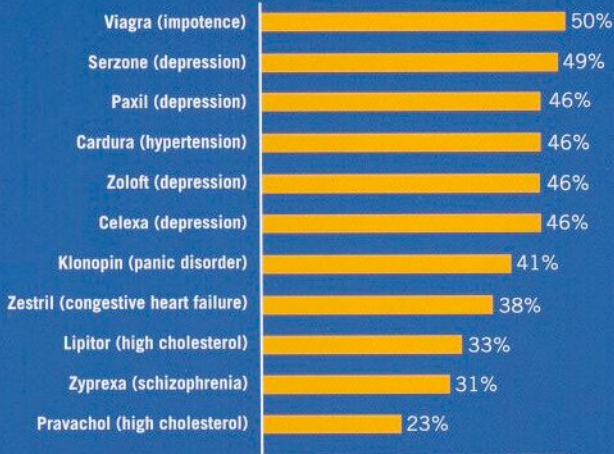
With the latest crackdown on Canadian prescription drug importation, pill-splitting as a cost saver is more important than ever.

Health Enterprise's high-quality custom imprinted splitters can help to build brand recognition and customer loyalty.

Custom imprints can be applied to pillboxes, medication dispensers (droppers, dosage spoons), even digital thermometers.

Stanford University's Projected savings for selected drugs

The price of some medications remains the same or is only slightly higher as dosage increases, so requiring patients to split tablets in half could cut costs in half, too.



SOURCE: AMERICAN JOURNAL OF MANAGED CARE 2002

- This is not a comprehensive list of pills that can be split. This is just a sampling to demonstrate the savings from splitting.
- Not all pills should be split. Patients should consult their physician or pharmacist prior to splitting their pills.



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Mayo Clinic's Tips for Splitting Pills

- Ask your physician or pharmacist how the pill is absorbed. If it's an extended-release or coated tablet, it may not do its job properly or could be dangerous when split.
- Ask your physician or pharmacist about the pill shape and design. Some are scored for easy splitting, and some are very difficult to split.
- **Get the right tool for the job.** Don't use a knife. Pill splitters that require only light pressure are available at your local drugstore.

(Mayo Clinic Health Letter, May 2002)



Savings realized by health organizations from recent pill splitting programs:

- The **Illinois Department of Public Aid** estimates that its *Zoloft* splitting program saves \$3 million annually.
- **Minnesota's Medicaid** program saves about \$750,000 per year asking people to split tablets of *Zoloft*.
- **Florida's Medicaid** program saves about \$4 million/year requiring consumers to split *Zoloft* and *Paxil*.

(Source: Managed Care Magazine, February 2003)

We will save you money! Call 1.800.633.4243

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