

Banking On a Good Deal

You might be surprised to hear this from a banker, but money is not the most important thing to me. . . good health is.

But I also know a good deal when I see one. That's why I ask my doctor to prescribe generic drugs. They're just as safe and effective as the brand-name equivalents, but cost less.

With generic drugs, I know I'll never get shortchanged on my medical care.

Now that's what I call a good deal.

*Walter A. Dods Jr.
Chairman & CEO, First Hawaiian Bank*

Prescription drug spending is the fastest-growing source of health care inflation nationwide. **Choose to make a difference** by asking for generic drugs, and help slow down the rising costs of prescription drugs.

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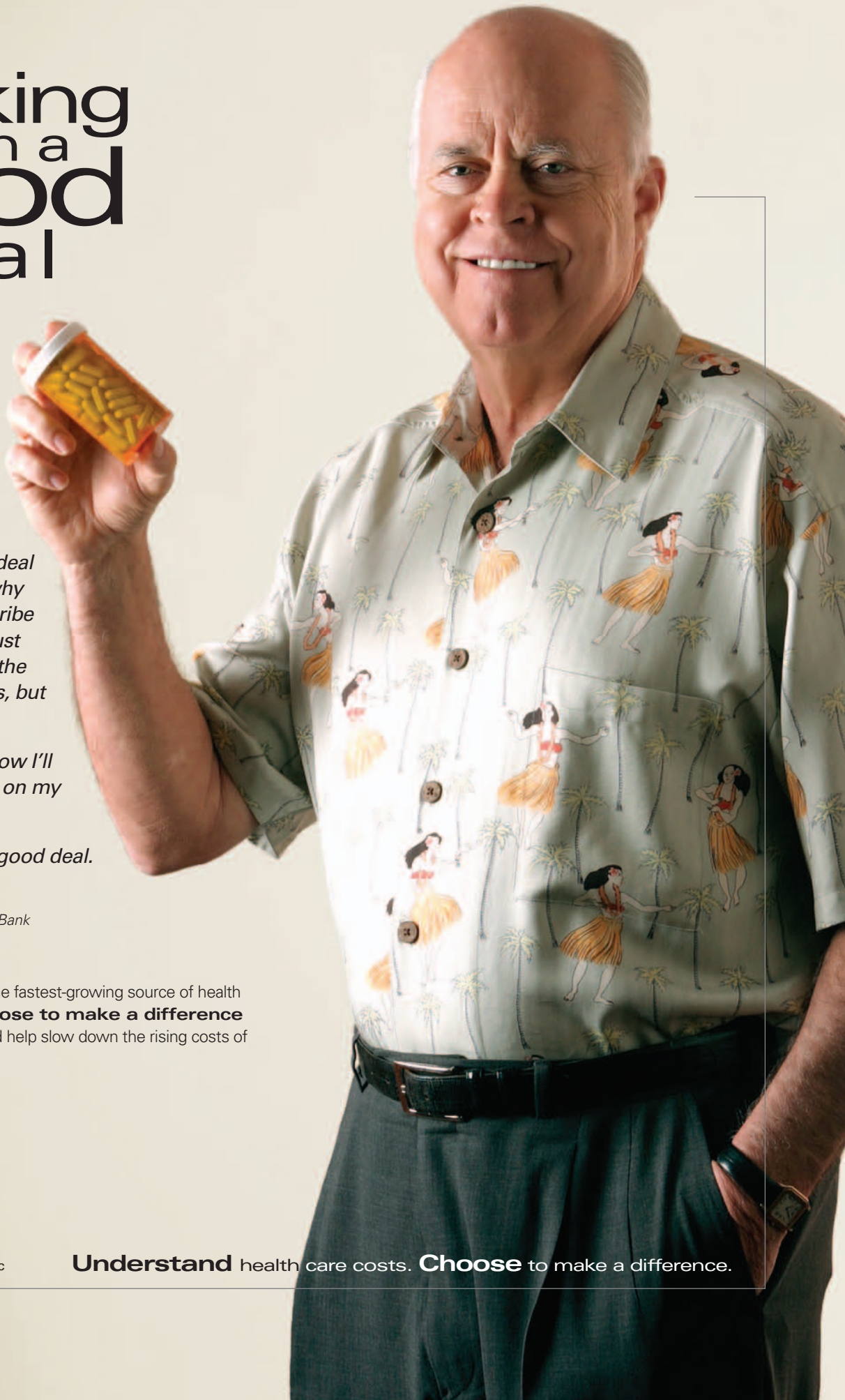
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Choices for a Healthier Hawaii

www.HMSA.com/choosegeneric

Understand health care costs. **Choose** to make a difference.



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