



## **Northwood Job Aid Series:**

Terms and Definitions Related to the Pharmaceutical Industry  
*Brand vs. Generic and Dispense As Written (DAW) Codes*

### **Q. What Does “Brand” Name Drug Mean?**

*A.* When a drug is first developed, it is considered a brand. However, when the manufacturer’s patent on the drug runs out, other companies can sell the same drug under a generic name.

### **Q. What Does “Generic” Drug Mean?**

*A.* A generic drug means once the patent of the brand drug expires, it can be made into a generic drug, made with the same ingredients as the brand, but it but may differ in color, shape, or taste. However, the FDA must approve the generic. Generic drugs are typically less expensive than the brand name drug.

### **Q. What Does “Dispensed as Written 0 (DAW 0)” Mean on a Prescription?**

*A.* DAW 0, is the most commonly used code. A generic can be used in place of a brand name drug.

### **Q. What Does “Dispensed as Written 1 (DAW 1)” Mean on a Prescription?**

*A.* DAW 1 means a brand name drug is prescribed, and therefore, no substitution is allowed.

### **Q. What Does “Dispensed as Written 2 (DAW 2)” Mean on a Prescription?**

*A.* DAW 2 means a generic is prescribed, but the patient is requesting a brand name drug.

### **Let Northwood be an Extension of You.**

Northwood’s customer service representatives are standing by right now to take your pharmacy referral. Call Northwood at 1-877-684-9276 or submit an online referral at [www.northwoodinc.com](http://www.northwoodinc.com).