At the Drugstore: Do You Get What You Pay For?

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Positive people have little choice when buying HIV meds—most remain under patent, with no cheaper generic versions available. So file this until your combo does go generic: A pill's price may affect how good you think it is.

People in a randomized study got mild electric shocks to the wrist to gauge baseline pain. They then took a placebo (a fake pain-killer) and another shock. Half were told the "pain-killer" cost $2.50 a pill; half were told it cost 10 cents. The results:

Percentage of those given the $2.50 pill who found it effective in dulling the pain: **85%**
Percentage of those given the cheaper fake who found it effective: **61%**

Experiencing the placebo effect: **Priceless**

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