

# STRATEGIC FRAMEWORK

**Vision 2012** ] We will create the best environment to build a sustainable world-class Canadian generic pharmaceutical industry, thus increasing the availability of high quality affordable generic medicines for Canadians and the international community.

## Pillar of Success

### Effective Regulatory Environment

### Sustainable Domestic Markets

### Market Growth

### Support for the Industry

## Intents

Creating more certain & timely access to markets through clear rules and practices in:

- Intellectual Property
- Federal Approvals
- Provincial formulary listings

Creating the conditions to support continued investments, adequate returns and quality affordable products for Canadians.

Facilitating the increase in generic pharmaceutical sales in Canada and internationally.

Improving the perception and support for the industry and its association by key stakeholders.

## Strategic Objectives

By 2012 we will:

- Maintain current patent terms in Canada;
- Ensure that brand market exclusivity (through evergreening) does not extend beyond the initial 20-year term;
- Introduce effective damages for unwarranted delays (Section 8 of Patented Medicines Regulations).

By 2012, Health Canada will be approving 75% of generic submissions by member companies within 225 days.

By 2012, Health Canada will have an abbreviated pathway for the approval of interchangeable subsequent entry biologics.

By 2012, there will be a national system for interchangeability based on Health Canada approvals.

By 2012, provinces will list generics within one month of Health Canada approvals.

By 2012, we will achieve a pricing and reimbursement model that provides for the long term sustainability of all parties in the value chain.

By 2012, our industry will be investing 15% of sales in R&D, twice that of brand companies.

By 2012, our industry will grow employment by 100% to 20,000 people.

By 2012, there will be policies to prevent authorized generics from economically disadvantaging the generic pharmaceutical industry.

By 2012, there will be full transparency and traceability of our products in the supply chain.

By 2012, the Canadian generic pharmaceutical industry will be approaching the average returns of global publicly traded generic pharmaceutical companies.

By 2012, there will be processes in place to identify and address predatory pricing/marketplace tactics by brand companies.

By 2012, the Canadian generic pharmaceutical industry will achieve domestic penetration rates of:

- 65% of Rx's
- 20% of revenues

By 2012, we will add an extra \$1 billion in savings to the Canadian healthcare system.

By 2012, we will facilitate the elimination of Quebec's 15 year rule.

By 2012, we will increase exports from 40% to 60% of production.

By 2012, CGPA's membership will represent 95% of Canadian generic sales.

By 2012, we will significantly improve the "positive perception and willingness to support the generic industry" of key stakeholders.



**GENERIC DRUGS.**  
**SAME QUALITY. LOWER PRICE.**  
 Canadian Generic Pharmaceutical Association