



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

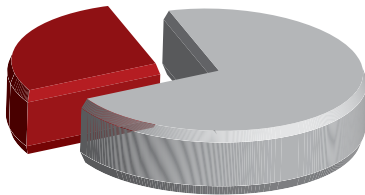


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE BRITISH COLUMBIA PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 28.3%

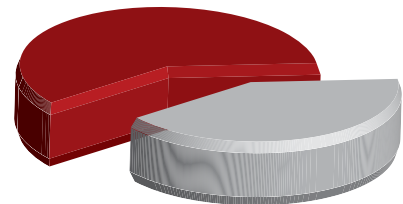


BRAND-NAME 71.7%

MARKET SIZE: \$2.5 BILLION



PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 59.2%



BRAND 40.8%

43 MILLION PRESCRIPTIONS

-  Generic Drugs
-  Brand-Name Drugs

YEAR 2009

SOURCE: **ims**