



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

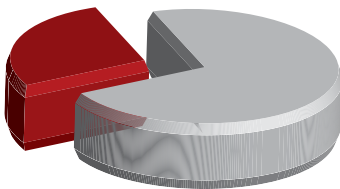


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE **SASKACHEWAN** PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 27.5%

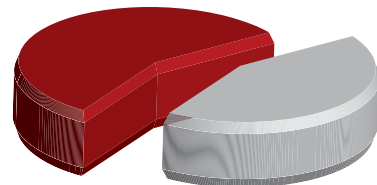


BRAND-NAME 72.5%

MARKET SIZE: \$575 MILLION

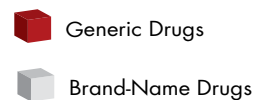
PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 56.8%



BRAND 43.2%

13.1 MILLION PRESCRIPTIONS



YEAR 2009

SOURCE: **ims**