



**GENERIC DRUGS  
SAME QUALITY  
BETTER PRICE**



CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

## THE ROLE OF THE **GENERIC PHARMACEUTICAL INDUSTRY** IN CANADIAN HEALTH CARE

Approved by Health Canada, generic drugs are low-cost versions of brand-name drugs that are produced by several manufacturers once the 20-year patents expire on the brand-name versions. Generic drugs are identical or bioequivalent to higher-priced brand-name versions in dosage form, safety, strength, route of administration, quality, performance characteristics and intended use.

**In Canada, the use of lower cost generic prescription medicines saved governments, employers and consumers nearly \$7 -billion in 2010.**

### ECONOMICS OF GENERICS: VALUE FOR MONEY

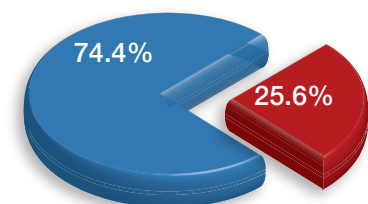
Even though generic drugs are dispensed by pharmacists to fill **more than 57.3%** of all prescriptions in Canada, they account for **only 25.6% of the \$22.3-billion** that Canadians spent on prescription medicines in 2010.

**For every one percent increase in generic drug utilization, Canadians save an additional 236 million dollars.**

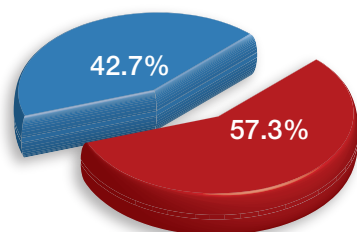
### MORE SAVINGS COULD BE REALIZED:

In the United States, generic prescription drugs are dispensed to fill 78% of all prescriptions. **If the use of generic drugs in Canada increased to these levels, it would have saved Canada's health-care system up to \$3 billion in 2010.**

CANADIAN PRESCRIPTION DRUG MARKET  
YEAR ENDING DECEMBER 2010



\$22.3 Billion in Sales



504 Million Prescriptions

◆ Brand-Name ◆ Generic

AVERAGE RETAIL PRICE PER PRESCRIPTION IN CANADA  
BRAND VERSUS GENERIC: 2001-2010

