



For immediate release

CGPA demands withdrawal of *Fédération des médecins spécialistes du Québec* (Quebec Federation of Specialized Physicians) TV commercial

Montreal, February 10, 2010 – The Canadian Generic Pharmaceutical Association (CGPA) is demanding that media and FMSQ immediately withdraw a TV ad by the *Fédération des médecins spécialistes du Québec* dealing with generic medication. “We are in no way required to take part in the specialized physicians’ negotiations with government,” explained CGPA President Jim Keon. “In fact, we consider it unacceptable to mislead the public using a misinformation campaign.”

Quebec is where generic pharmaceuticals are the least expensive in Canada

Quebec is where prices are lowest in Canada. This is due, notably, to policies implemented by the government almost 20 years ago.

In fact, in 2007, the price of generic pharmaceuticals dropped by 20% in Quebec. Not only was the price of generics reduced, but the sale of generic pharmaceuticals in Quebec accounts for less than 18% of the sale of medication (50.4% of prescriptions). “We can logically deduce that, if the cost of medication as a whole increases, the blame does not lie with the price of generics,” noted Mr. Keon.

Every year, generic pharmaceuticals allow the government of Quebec to save \$900 million by offering high-quality pharmaceuticals at 50% of the cost of original medication. Indeed, it is an acknowledged fact that, if the use of generic pharmaceuticals in Quebec was equal to that in the rest of Canada, the province could save an additional \$450 million per year.

Another solution for saving close to \$1 billion within 5 years

To generate true savings, it would be much more beneficial to abolish the “15-year rule”, which cost \$120 million in 2009, and will cost close to \$1 billion over the next five years. Hence the urgency of taking action, particularly in view of the fact that the generic version of Lipitor is expected to be launched this summer. The “15-year rule” applied to this medication alone will cost \$10 million per month until October 2012.

About the Canadian Generic Pharmaceutical Association (CGPA)

The Canadian Generic Pharmaceutical Association represents the Canadian generic pharmaceutical industry — a dynamic group of companies specializing in the production of affordably priced quality generic pharmaceuticals and fine chemical products as well as the performance of clinical tests required by the government to obtain approval of generics. The industry plays an important role in controlling the cost of health-care in Canada.

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