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For immediate release

## **Canada's Generic Drug Makers Ask Federal Leaders for their Prescription for Drug Coverage**

**Toronto, September 30, 2008** – Canada's generic pharmaceutical industry is asking leaders of Canada's political parties for their prescription for improving drug coverage for Canadians, and for helping to get low-cost Canadian-made generic drugs to developing countries.

"Prescription drugs play an increasingly important role in Canadian health care. They treat diseases, save lives, and enhance the quality of life for millions of Canadians," said Jim Keon, President of the Canadian Generic Pharmaceutical Association (CGPA). "But prescription drugs are also the fastest growing and second largest health expenditure in Canada. Canadians need to know how our political leaders will ensure we have access to affordable prescription medicines when we need them."

Today, CGPA sent its survey on prescription drug issues to the five federal political party leaders to determine their views on critical pharmaceutical issues for Canadians. These issues include:

- Making improvements to Canada's Access to Medicines Regime (CAMR) to ensure the program will be effective in delivering affordable Canadian-made generic medicines to countries facing serious health crises, such as the HIV/AIDS pandemic
- Upholding the ban on direct-to-consumer advertising of prescription drugs
- Supporting the development of a national catastrophic drug coverage program
- Achieving an appropriate balance between the financial interests of brand-name drug companies and costs for Canadians by ensuring the intellectual property regime for pharmaceuticals meets – but does not exceed – Canada's international trade obligations

Copies of the survey are available on CGPA's website at [www.canadiangenerics.ca](http://www.canadiangenerics.ca).

### **About the Canadian Generic Pharmaceutical Association**

The Canadian Generic Pharmaceutical Association (CGPA) represents Canada's generic drug industry – a dynamic group of companies that specialize in the production of high quality, affordable generic drugs and fine chemicals and in conducting the clinical trials required for government approval of generic drugs. The industry plays an important role in controlling health-care costs in Canada. Generic drugs are dispensed to fill 50 per cent of all prescriptions but account for only 22 per cent of the \$20-billion Canadians spend annually on prescription medicines.

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