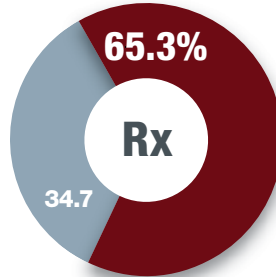


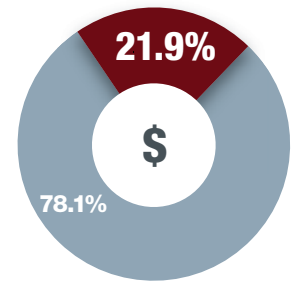
Total Market Size and Total Cost

Generic medicine accounts for 65.3% of all retail prescriptions filled in 2015. This equates to **29 million prescriptions.**

Generic medicine represents **only 21.9%** of the total market cost. Generic drugs account for \$569 million while **brand-name drugs cost \$2 billion.**

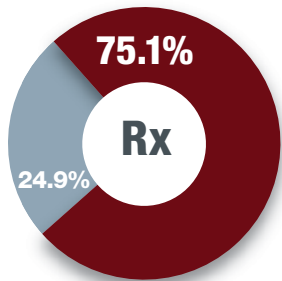


44.3 Million Prescriptions



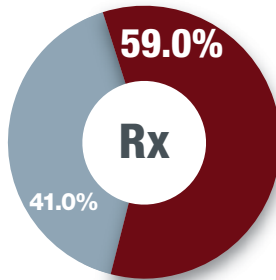
2.6 Billion Dollars

Percentage Usage of Generic Medicines



Public Sector

Private Sector



Public sector use of generic medicine is significantly greater than in the private sector.

For every one percent increase in the use of generic medicine, Alberta would have saved **\$38,000,000** in 2015.

■ Generic medicine  
■ Brand-name drugs

Source: IMS Brogan



06/16/16

**Generic Drugs. Same Quality. Lower Price.**