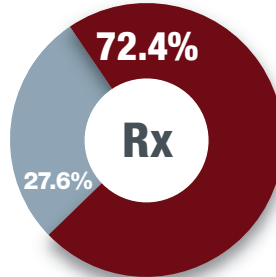


Total Market Size and Total Cost

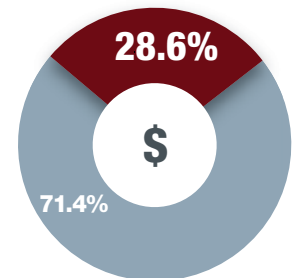
Generic medicine accounts for 72.4% of all retail prescriptions filled in 2015. This equates to **11.7 million prescriptions**.

Generic medicine represents **only 28.6%** of the total market cost. Generic drugs account for \$214 million while **brand-name drugs cost \$534 million**.

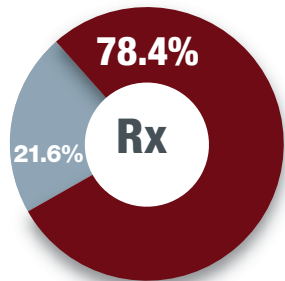


16.2 Million Prescriptions

748 Million Dollars

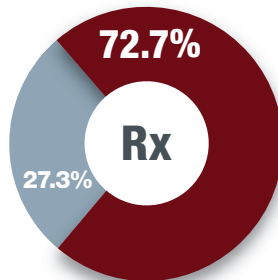


Percentage Usage of Generic Medicines



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, Manitoba would have saved **\$12,900,000** in 2015.

■ Generic medicine
■ Brand-name drugs

Source: IMS Brogan



06/16/16

Generic Drugs. Same Quality. Lower Price.