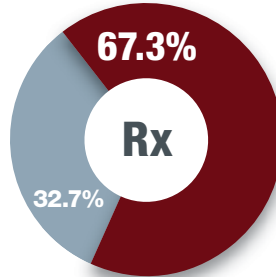


Total Market Size and Total Cost

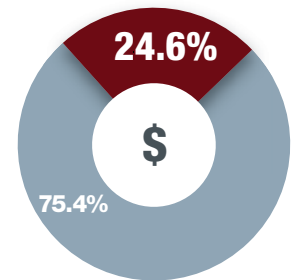
Generic medicine accounts for 67.3% of all retail prescriptions filled in 2015. This equates to **8 million prescriptions**.

Generic medicine represents **only 24.6%** of the total market cost. Generic drugs account for \$153 million while **brand-name drugs cost \$469 million**.

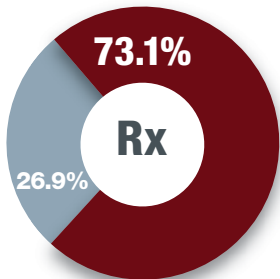


12 Million Prescriptions

623 Million Dollars

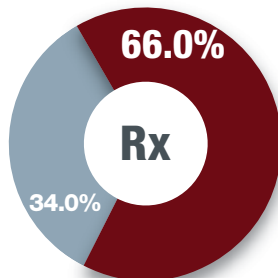


Percentage Usage of Generic Medicines



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, New Brunswick would have saved **\$10,000,000** in 2015.

■ Generic medicine
■ Brand-name drugs

Source: IMS Brogan



06/16/16

Generic Drugs. Same Quality. Lower Price.