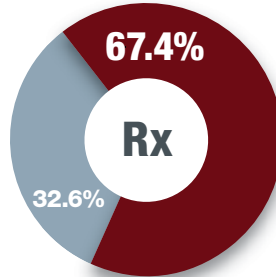


Total Market Size and Total Cost

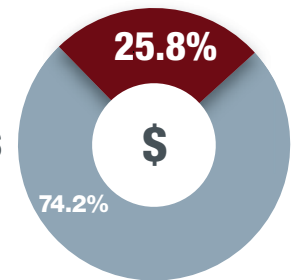
Generic medicine accounts for 67.4% of all retail prescriptions filled in 2015. This equates to 8.6 million prescriptions.

Generic medicine represents only 25.8% of the total market cost. Generic drugs account for \$191 million while brand-name drugs cost \$551 million.

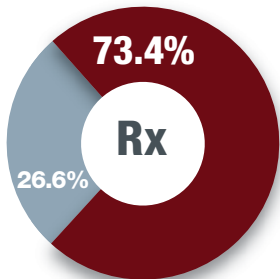


12.8 Million Prescriptions

742 Million Dollars

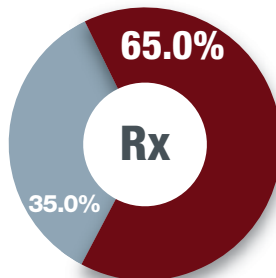


Percentage Usage of Generic Medicines



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, Nova Scotia would have saved \$11,400,000 in 2015.

■ Generic medicine  
■ Brand-name drugs

Source: IMS Brogan



06/16/16

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