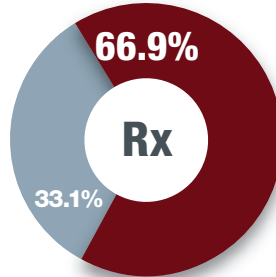


Total Market Size and Total Cost

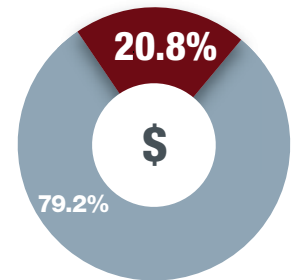
Generic medicine accounts for 66.9% of all retail prescriptions filled in 2015. This equates to **133 million prescriptions**.

Generic medicine represents **only 20.8%** of the total market cost. Generic drugs account for \$2.0 billion while **brand-name drugs cost \$7.8 billion**.

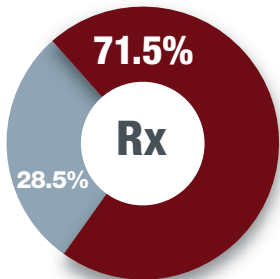


199 Million Prescriptions

9.8 Billion Dollars

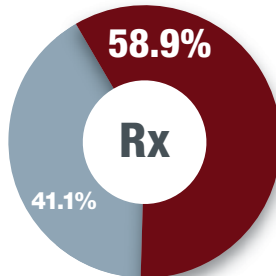


Percentage Usage of Generic Medicines



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, Ontario would have saved **\$173,200,000** in 2015.

■ Generic medicine
■ Brand-name drugs

Source: IMS Brogan



06/16/16

Generic Drugs. Same Quality. Lower Price.