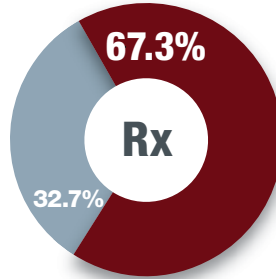


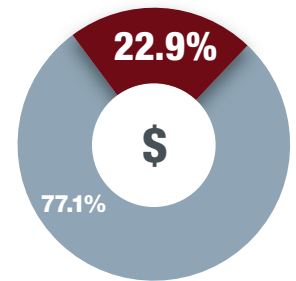
Total Market Size and Total Cost

Generic medicine accounts for 67.3% of all retail prescriptions filled in 2016. This equates to **31 million prescriptions.**

Generic medicine represents **only 22.9%** of the total market cost. Generic drugs account for \$603 million while **brand-name drugs cost \$2 billion.**

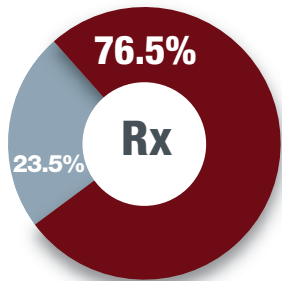


45.7 Million Prescriptions



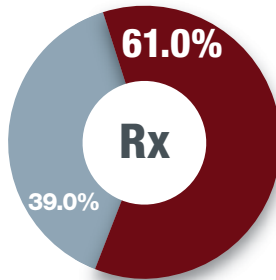
2.6 Billion Dollars

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 **\$41,200,000** in 2016.

■ Generic medicine
■ Brand-name drugs

Source: QuintilesIMS



05/10/17

Generic Drugs. Same Quality. Lower Price.