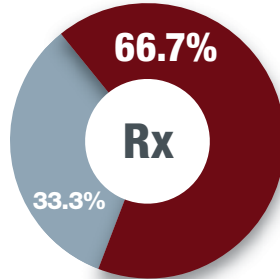


Total Market Size and Total Cost

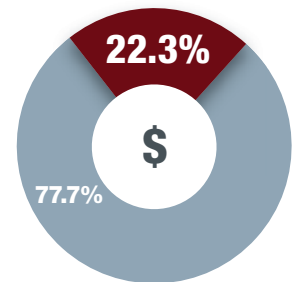
Generic medicine accounts for 66.7% of all retail prescriptions filled in 2016. This equates to **36.2 million prescriptions**.

Generic medicine represents **only 22.3%** of the total market cost. Generic drugs account for \$656 million while **brand-name drugs cost \$2.3 billion**.

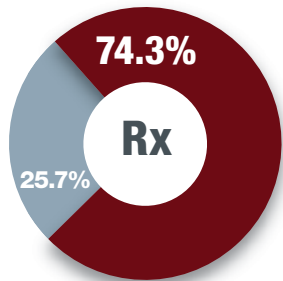


**54.3 Million Prescriptions**

**2.9 Billion Dollars**

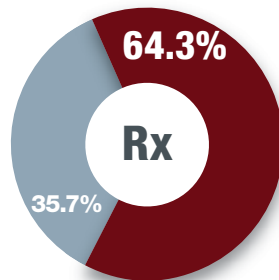


Percentage Usage of Generic Medicines



**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, British Columbia would have saved **\$40,000,000** in 2016.

■ Generic medicine  
■ Brand-name drugs

Source: QuintilesIMS



05/10/17

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