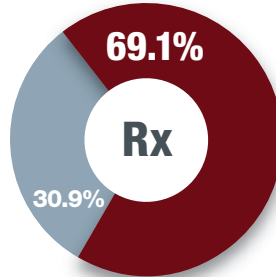


Total Market Size and Total Cost

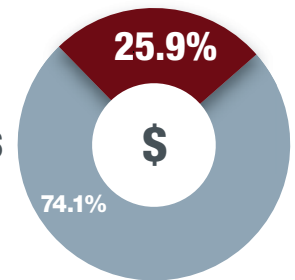
Generic medicine accounts for **69.1%** of all retail prescriptions filled in 2016. This equates to **9.0 million prescriptions**.

Generic medicine represents **only 25.9%** of the total market cost. Generic drugs account for \$197 million while **brand-name drugs cost \$563 million**.

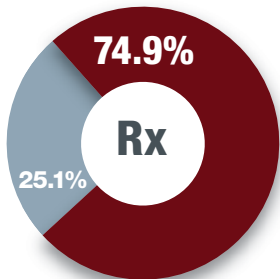


13.1 Million Prescriptions

759 Million Dollars

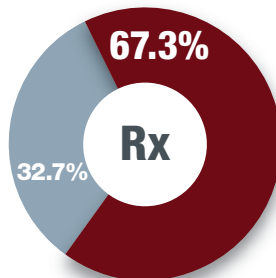


Percentage Usage of Generic Medicines



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 **\$12,400,000** in 2016.

■ Generic medicine
■ Brand-name drugs

Source: QuintilesIMS



05/10/17

Generic Drugs. Same Quality. Lower Price.