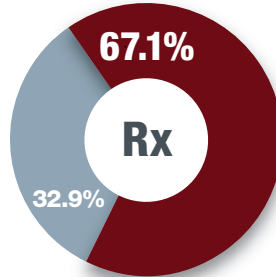


## Total Market Size and Total Cost

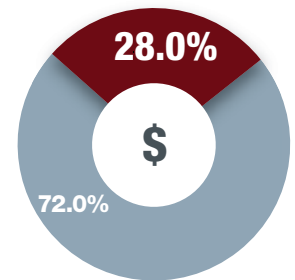
Generic medicine accounts for **67.1%** of all retail prescriptions filled in 2016. This equates to **7.7 million prescriptions**.

Generic medicine represents **only 28.0%** of the total market cost. Generic drugs account for \$147 million while **brand-name drugs cost \$378 million**.



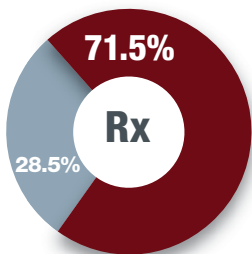
**11.5 Million Prescriptions**

**525 Million Dollars**

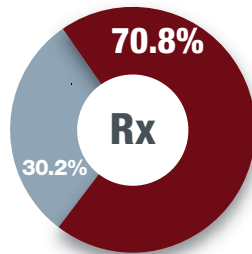


## Percentage Usage of Generic Medicines

### Newfoundland & Labrador

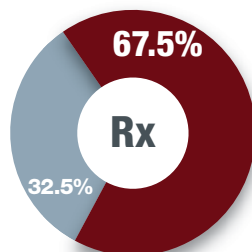


**Public Sector**



**Private Sector**

### Prince Edward Island



**Private Sector**

For every one percent increase in the use of generic medicine, P.E.I. and Newfoundland & Labrador would have saved **\$7,500,000** in 2016.

■ Generic medicine  
■ Brand-name drugs

Source: QuintilesIMS



05/17/17

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