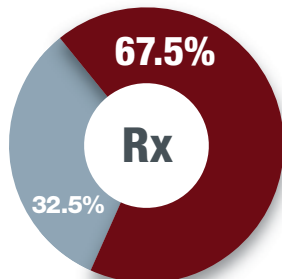


**Total Market Size and Total Cost**

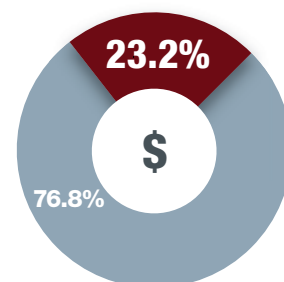
Generic medicine accounts for 67.5% of all retail prescriptions filled in 2017. This equates to **37.3 million prescriptions.**

Generic medicine represents **only 23.2%** of the total market cost. Generic drugs account for \$742 million while **brand-name drugs cost \$2.46 billion.**

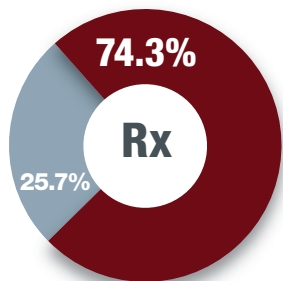


**55.2 Million Prescriptions**

**3.2 Billion Dollars**

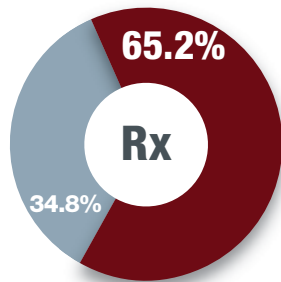


**Percentage Usage of Generic Medicines**



**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 **\$41,700,000** in 2017.

■ Generic medicine  
■ Brand-name drugs

Source: IQVIA



05/03/18

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