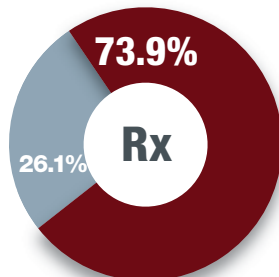


Total Market Size and Total Cost

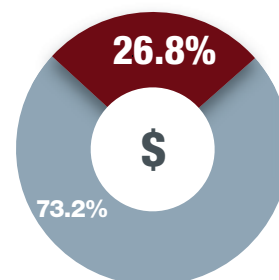
Generic medicine accounts for **73.9%** of all retail prescriptions filled in 2017. This equates to **13.2 million prescriptions**.

Generic medicine represents **only 26.8%** of the total market cost. Generic drugs account for **\$229 million** while **brand-name drugs cost \$625 million**.

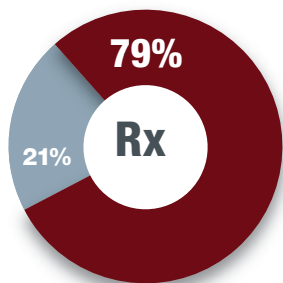


17.8 Million Prescriptions

854 Million Dollars

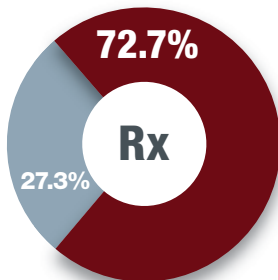


Percentage Usage of Generic Medicines



Public Sector

Private Sector



For every one percent increase in the use of generic medicine, Manitoba would have saved **\$15,500,000** in 2017.

■ Generic medicine
■ Brand-name drugs

Source: IQVIA



05/03/18

Generic Drugs. Same Quality. Lower Price.