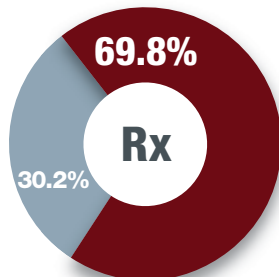


Total Market Size and Total Cost

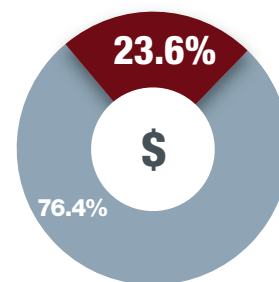
Generic medicine accounts for **69.8%** of all retail prescriptions filled in 2017. This equates to **9 million prescriptions**.

Generic medicine represents **only 23.6%** of the total market cost. Generic drugs account for **\$165 million** while **brand-name drugs cost \$534 million**.

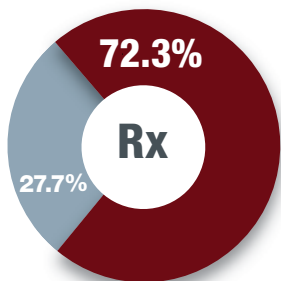


12.9 Million Prescriptions

699 Million Dollars

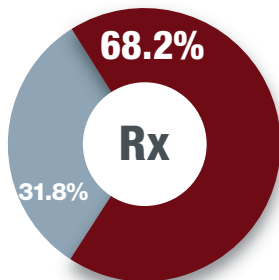


Percentage Usage of Generic Medicines



Public Sector

Private Sector



For every one percent increase in the use of generic medicine, New Brunswick would have saved **\$12,700,000** in 2017.

■ Generic medicine
■ Brand-name drugs

Source: IQVIA



05/03/18

Generic Drugs. Same Quality. Lower Price.