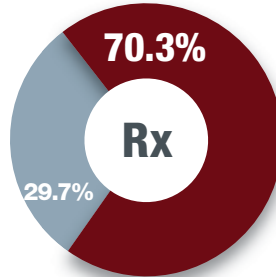


**Total Market Size and Total Cost**

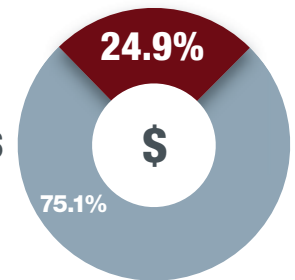
Generic medicine accounts for 70.3% of all retail prescriptions filled in 2017. This equates to **9.5 million prescriptions**.

Generic medicine represents **only 24.9%** of the total market cost. Generic drugs account for \$197 million while **brand-name drugs cost \$595 million**.

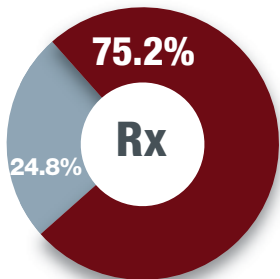


**13.5 Million Prescriptions**

**792 Million Dollars**

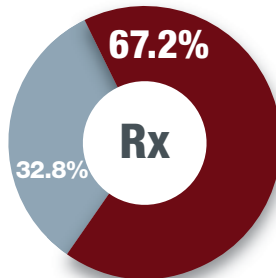


**Percentage Usage of Generic Medicines**



**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 **\$13,800,000** in 2017.

- Generic medicine
- Brand-name drugs

Source: IQVIA



05/03/18

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