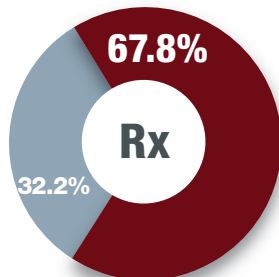


Total Market Size and Total Cost

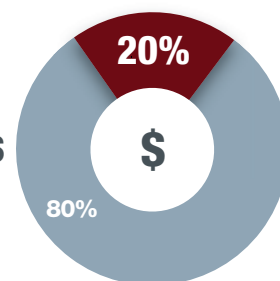
Generic medicine accounts for 67.8% of all retail prescriptions filled in 2017. This equates to **147 million prescriptions.**

Generic medicine represents **only 20%** of the total market cost. Generic drugs account for \$2.2 billion while **brand-name drugs cost \$8.7 billion.**

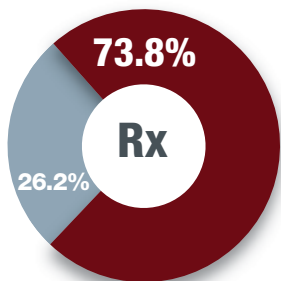


217 Million Prescriptions

10.9 Billion Dollars

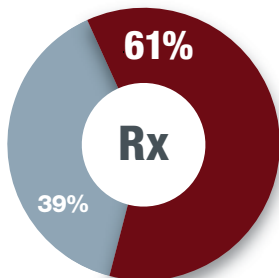


Percentage Usage of Generic Medicines



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, Ontario would have saved **\$212,000,000** in 2017.

■ Generic medicine
■ Brand-name drugs

Source: IQVIA



05/03/18

Generic Drugs. Same Quality. Lower Price.