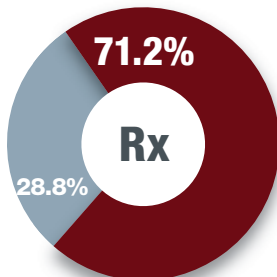


Total Market Size and Total Cost

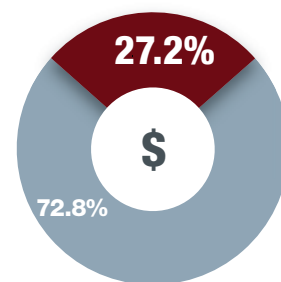
Generic medicine accounts for **71.2%** of all retail prescriptions filled in 2017. This equates to **8.4 million prescriptions**.

Generic medicine represents **only 27.2%** of the total market cost. Generic drugs account for **\$150 million** while **brand-name drugs cost \$402 million**.



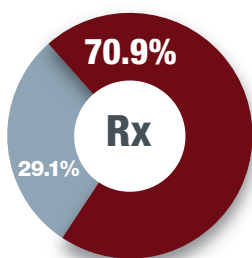
11.8 Million Prescriptions

552 Million Dollars

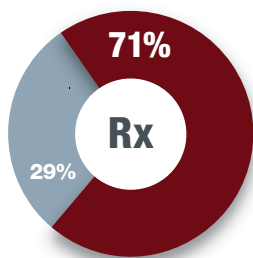


Percentage Usage of Generic Medicines

Newfoundland & Labrador

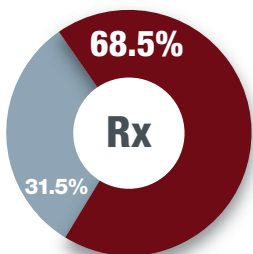


Public Sector



Private Sector

Prince Edward Island



Private Sector

For every one percent increase in the use of generic medicine, P.E.I. and Newfoundland & Labrador would have saved **\$9,300,000** in 2017.

■ Generic medicine
■ Brand-name drugs

Source: IQVIA



05/03/18

Generic Drugs. Same Quality. Lower Price.