CGPA

Canadian Generic Pharmaceutical Association



Brand-Name Coupon Cards **Impact on Your Drug Plans** and New Generic Product Launches

R_X Market Landscape[1]

- Over the next 5 years 180 brand-name drugs will lose patent exclusivity.
- These medicines represent $10-billion in annual spending.
- The launch of High Barrier/Complex Generics will create new opportunities for competition, and healthcare savings.

Market Response

Losing patent exclusivity creates a transparent and competitive marketplace to launch High Barrier Complex Generics.

And how are brand-name manufacturers responding to losing patent exclusivity? Broad-casting a lot more "Loyalty" card advertising campaigns.

The Coupon Card Campaigns purport to cover the difference between the price of a brand-name drug and the cost of a lower-priced generic.

Not all the time— A three-year study published by CMAJ found that using discount cards resulted in **46% higher private insurance expenditures than comparable generic prescriptions**.[2]

The New Products From Canadian Generic Manufacturers

High Barrier/Complex Generics authorized by Health Canada are developed and manufactured using the highest levels of expertise to deliver treatments that meet the same rigorous standards of quality as their brand-name counterparts and work in the same way in the body. Manufacturers also make significant investments to develop and manage comprehensive patient support programs for the duration of the treatment.

In Canada, the prices of generic medicines are regulated, and Complex Generics can typically deliver savings of up to 75% of the brand-name drug.

To make it financially viable to manufacture these products, provide ongoing patient and product support, and sustain these savings, we need to reduce the barriers to the broader use of Complex Generics.

To reduce the barriers, a drug plan with a "mandatory substitution clause" is a good start, but to actually fix this problem, drug plans should only reimburse the generic versions of these medicines.

CONTACT: info@canadiangenerics.ca
www.canadiangenerics.ca

1. *Unlocking Value in Canada's LOE Wave*, IQVIA, 2026
2. *Impact of brand drug discount cards on private insurer, government and patient expenditures*, CMAJ, 2019

09_25_26

#PrescriptionForCanada