



THE BENEFITS OF A SUSTAINABLE GENERIC MEDICINES INDUSTRY

A VITAL PARTNER FOR HEALTH



Thanks to Medicines for Europe member companies:



62% of medicines dispensed in EU are generic medicines ¹



80% of therapeutic areas covered ¹



Over **10 billion medicine packs** supplied to European patients annually ¹

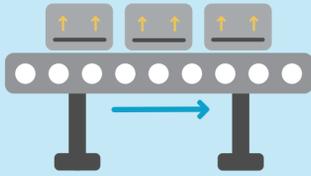


High technology manufacturing - employs 160,000 highly trained Europeans ² and **75% of generic medicines are manufactured in Europe** ³

BUT A SUSTAINABLE GENERIC MEDICINES INDUSTRY NEEDS A BETTER FRAMEWORK



Cost containment measures make supplying generic medicines **unsustainable**



Arbitrary **price cuts threaten** the economic viability of manufacturers

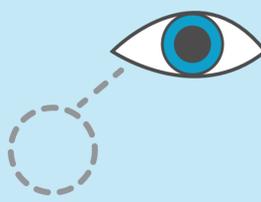


"**Payback taxes**" disproportionately hurt generic manufacturers and undermine competition

PRICING PRESSURE COMES WITH A VERY REAL COST



Increased risk of **medicine shortages**



Key medicines such as some antibiotics might **disappear from market**



Putting **patients at risk**



Investment in life-saving medicines and off-patent innovation **could dry up**

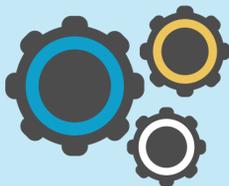
TO ENSURE A HEALTHY INDUSTRY



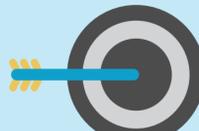
A competitive multi-source market will **prevent or mitigate shortages**



Improve regulatory efficiency to reduce administrative and cost burden of keeping products in the market



Introduce specific measures such as improving e-leaflets and harmonisation of pack sizes



Ensure **market predictability**



Address negative impact of **parallel trade**



Improve available market stock information

REFERENCES

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- 4 / Paularusu.ro; OFICIAL: Medicamentele pentru cancer nu se mai vand în România! Programul electoral al PSD, program de exterminare pentru 1 milion de bolnavi; Available from: <http://www.paularusu.ro/sanatate/oficial-medicamentele-pentru-cancer-nu-se-mai-vand-in-romania-programul-electoral-al-psd-program-de-exterminare-pentru-bolnavii-de-cancer/>