



GENERIC MEDICINES: DRIVING HEALTHCARE EFFICIENCY

MAKING HEALTHCARE MORE SUSTAINABLE



Cardiovascular



Hypertension



Diabetes



Depression



Mental disorder



Gastro-intestinal



Epilepsy

Twice as many patients were able to be treated with no increase in the drugs bill thanks to **generic medicines** ¹



Without generic medicines this access would have cost an extra **€100 BN** every year ¹



Generic medicines are the cornerstone of European healthcare sustainability

HIGH PRICE OF NEW ORIGINATOR MEDICINES PUTS PRESSURE ON GLOBAL BUDGET



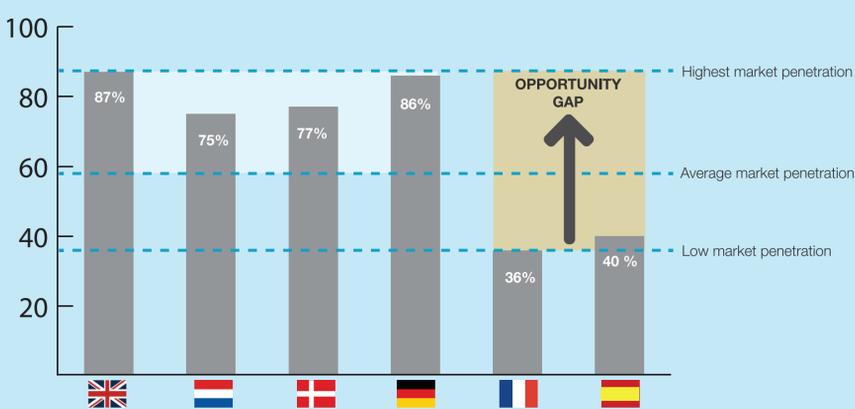
Healthy competition is one of the biggest drivers of healthcare efficiency



SEIZING THE OPPORTUNITY OF GENERIC MEDICINES



PENETRATION OF GENERIC MEDICINES ²



Generic medicines only represent **4%** of the healthcare budget but help treat **80%** of patients

SIMPLE SOLUTIONS FOR POWERFUL RESULTS



Remove barriers to competition in pharmaceuticals

Incentivise doctors, patients and pharmacists to use medicines cost effectively

Raise awareness and educate the public



Accelerate authorisation process and increase regulatory efficiency



Ensure a predictable market environment



LET'S TAKE ACTION FOR SUSTAINABLE HEALTHCARE!

REFERENCES

1 / Quintiles IMS Health, MIDAS, Q4, 2014, "The Role of Generic Medicines in Sustaining Healthcare Systems. A European perspective."

2 / Audit of Medicines for Europe National Associations (2017)