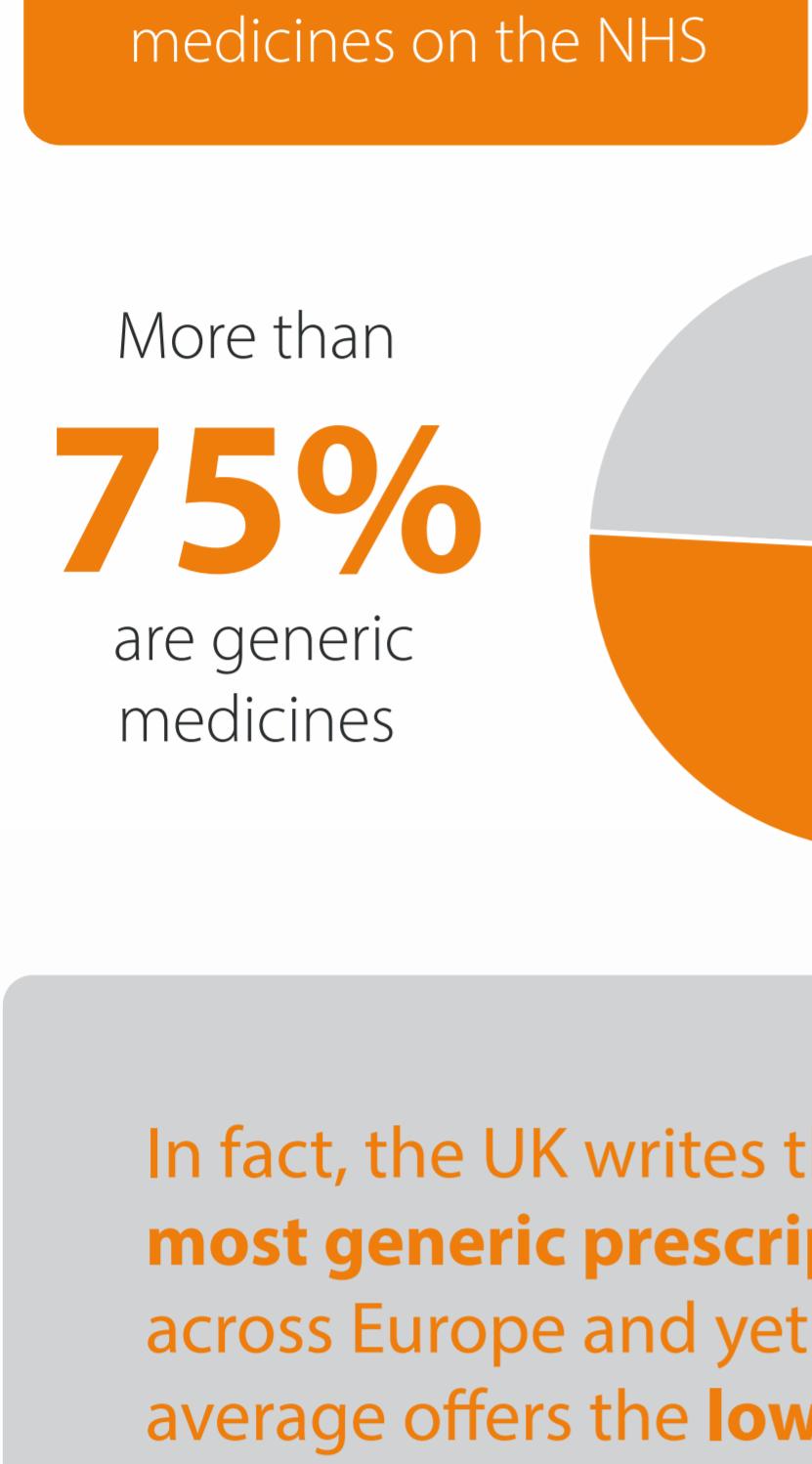


# Generic medicines:

## increasing patient access to treatment

A generic medicine contains the same active pharmaceutical ingredient as the original branded drug, and are bioequivalent in that they deliver equal medical benefits to the patient.

They can offer greater choice, lower prices and a higher level of supply security, plus they incentivise pharmaceutical companies to discover a greater number of new, and better medicines.



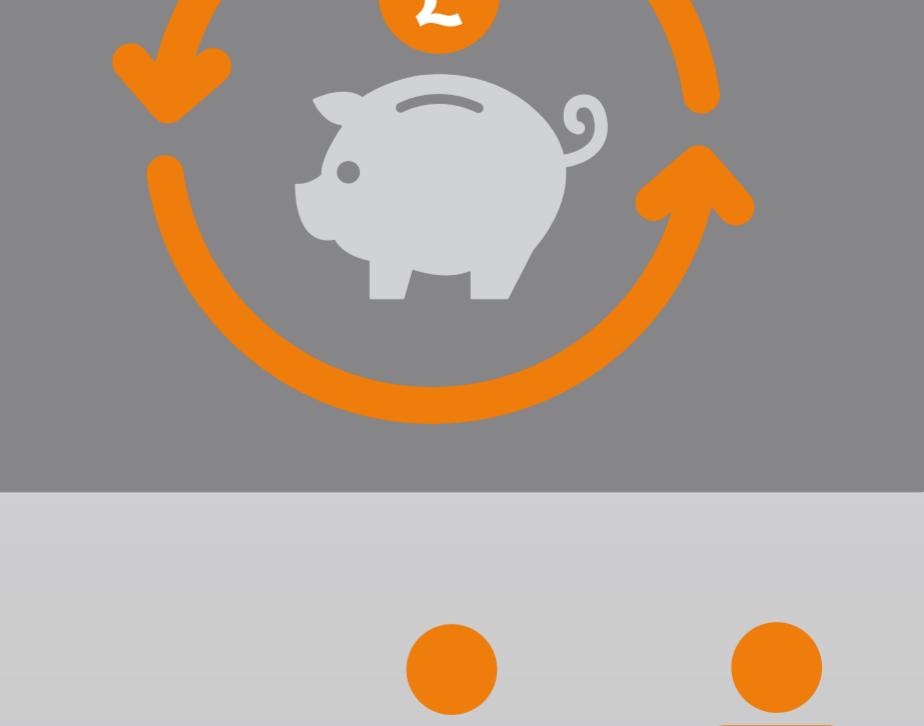
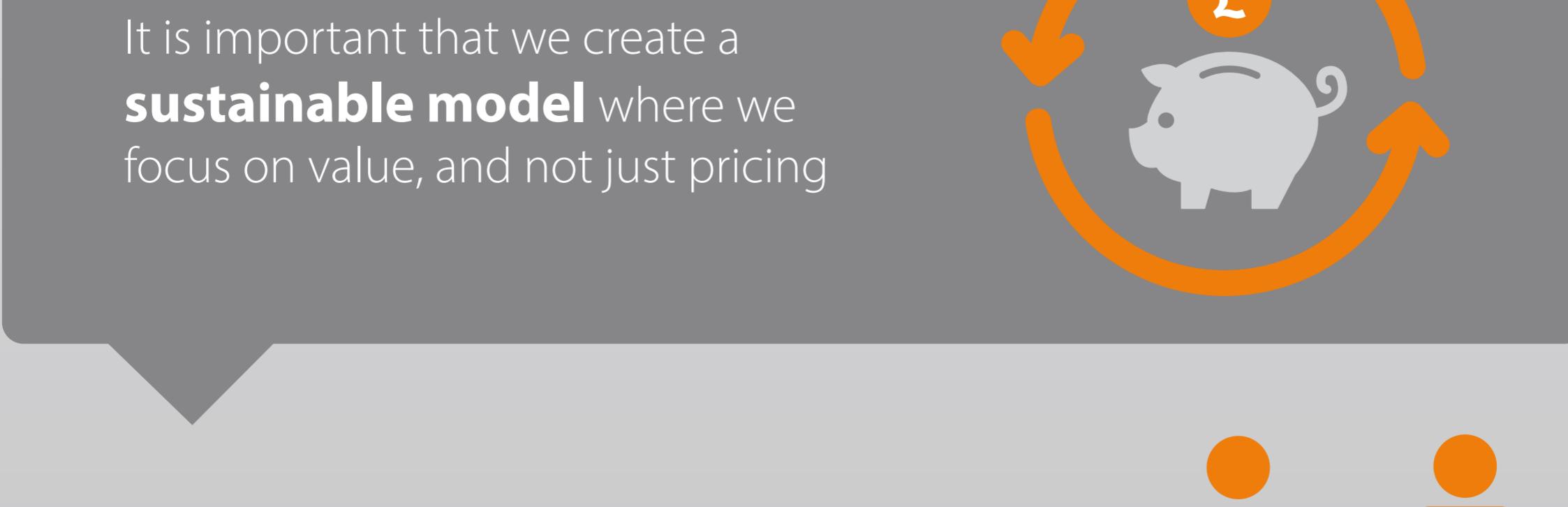
More than  
**75%**  
are generic  
medicines



In fact, the UK writes the **most generic prescriptions** across Europe and yet on average offers the **lowest prices**



Usually, once an originator medicine **loses its patent** and **becomes generic**



### Reference

The Supply of Generic Medicines in the UK, a study by Oxera for The British Generic Manufacturers Association

**accord**  
www.accord-healthcare.com