

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.

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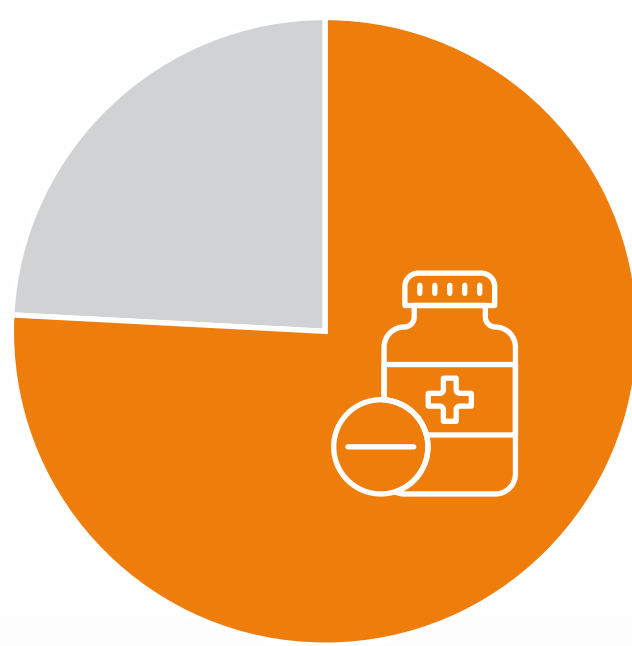
GPs in the UK prescribe more than **1 billion** medicines on the NHS



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**

the price drops by **70%** within the first six months,

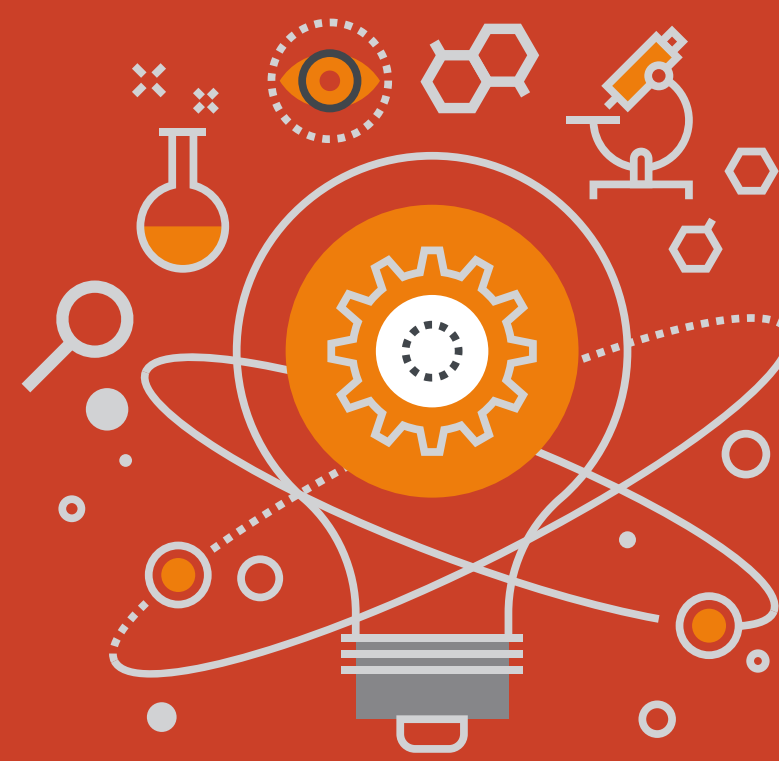


falling **80-90%** further over a four-year period

So **more patients** can be treated for the **same money**



Competition from **cheaper generic medicines** then incentivises the development of **new medicines**



Low prices driven by healthy competition is beneficial to **health systems** and the **industry**



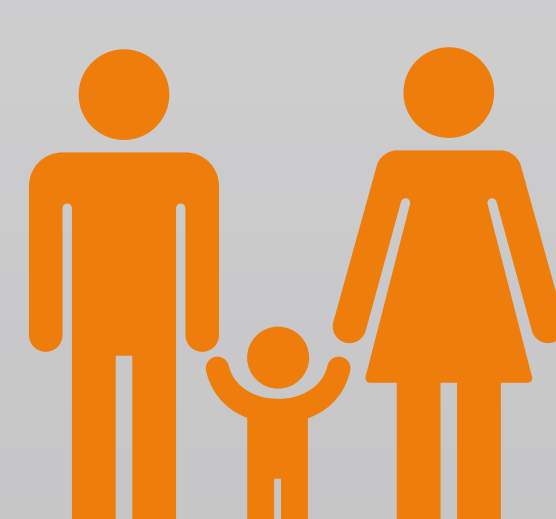
but artificial or **severe reductions** in price that don't reflect manufacturer costs can have a **detrimental effect** – by reducing the number of suppliers and resulting in **product shortages**



It is important that we create a **sustainable model** where we focus on value, and not just pricing



Generics are a **vital part** of ensuring patients receive the **right medicine at the right time**



Reference

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

accord
www.accord-healthcare.com