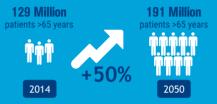


## THE ROLE OF GENERIC MEDICINES IN SUSTAINING HEALTHCARE SYSTEMS: A EUROPEAN PERSPECTIVE

## **HEALTHCARE BUDGET CHALLENGES**

## **AGEING POPULATION**



**INCREASED INCIDENCE OF CHRONIC** DISEASES



**HIGH COST OF NEW MEDICINES** 



## **GENERIC MEDICINES CONTRIBUTION**

**ECONOMIC** VALUE



OF VOLUME SUPPLIED

BY GENERIC MEDICINES



OF GENERIC MEDICINES ARE MANUFACTURED IN EUROPE



WITHOUT GENERIC MEDICINES, GOVERNMENTS WOULD HAVE HAD TO PAY AN ADDITIONAL €100BN IN 2014

**INCREASED PATIENT ACCESS** 



TWICE AS MANY PATIENTS TREATED



NO IMPACT ON BUDGET

**BENEFITS FOR COUNTRIES** 







IMPACT ON IMPACT ON











