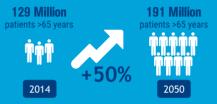


THE ROLE OF GENERIC MEDICINES IN SUSTAINING HEALTHCARE SYSTEMS: A EUROPEAN PERSPECTIVE

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











