

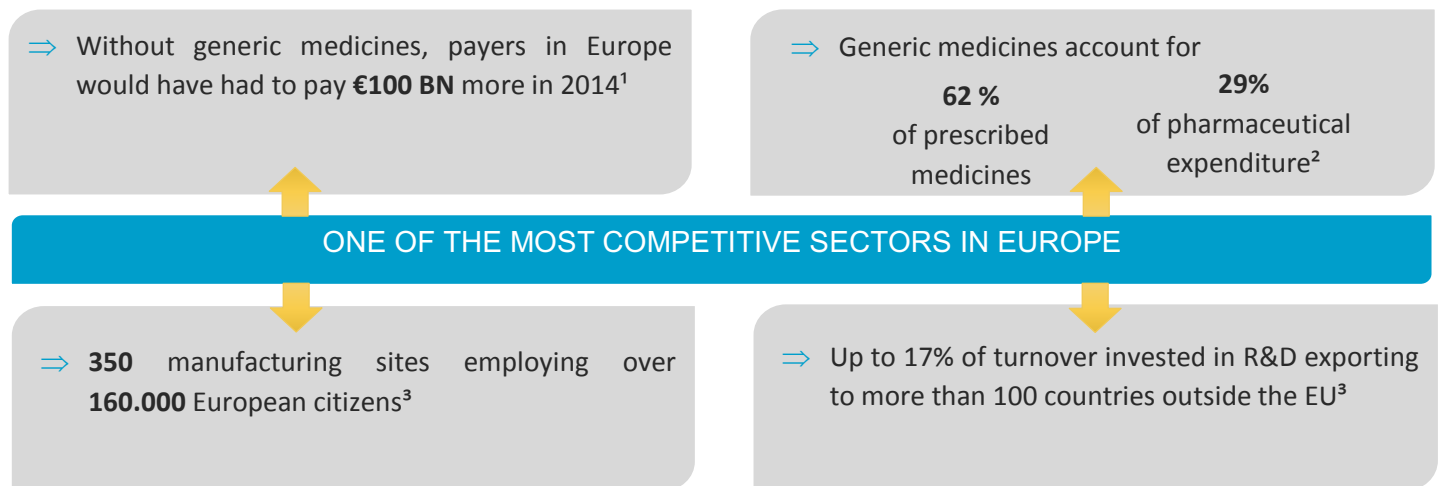
# Factsheet | On Generic Medicines



## What is a generic medicine?

A **Generic Medicine** is developed to be the same as a medicine that has already been authorised (the 'reference medicine'). It contains the same active substance as the originator medicine, and it is used at the same dose to treat the same disease as the reference medicine. However, the name of the medicine, its appearance (such as colour or shape) and its packaging can be different from those of the reference medicine.

## Generic medicines: the cornerstone of European healthcare policy



<sup>1</sup> IMS Institute (2015) – The role of generic medicines in sustaining healthcare systems: a European perspective

<sup>2</sup> IMS Health, MIDAS Q4 2014

<sup>3</sup> EGA Internal survey

## A tradition of quality, safety and efficacy

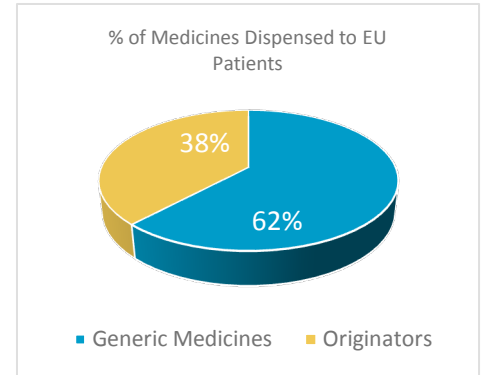
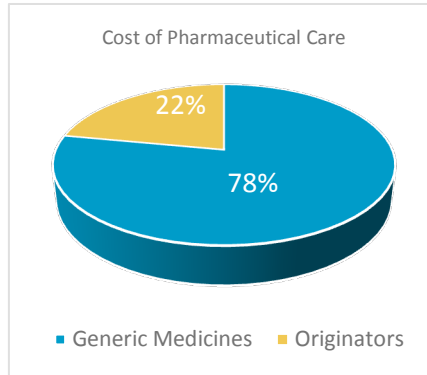
- ⇒ A generic medicine enters the market once the originator patent has expired.
- ⇒ Generic medicines and originator products are authorised to **the same standards of safety, quality and efficacy**.
- ⇒ Generic medicines are **bioequivalent** to the original product which means that they deliver **equal medical benefits to the patient**. Generic medicines are therefore interchangeable with the equivalent branded product.

### Key Areas treated with sustainable generic medicines

Cancer	Asthma	Parkinson's Disease
Diabetes	Osteoporosis	Epilepsy
Depression	Gastro-intestinal Disorders	Rheumatism
High Cholesterol	Viral Infections	Pain Relief
High Blood Pressure	Bacterial Infections	Inflammation
Allergies	Migraine	Skin Disease
Alzheimer Disease	HIV/AIDS	Contraceptives

## Ensuring equal access to healthcare for European patients

- ⇒ Generic medicines ensure equal access to frontline treatments for over 500 million European citizens.
- ⇒ The European generic medicines industry provides cost effective treatments for a large range of health conditions



## The economic benefits of generic medicines

- ⇒ Generic medicines manufacturers also engage in innovation dedicating on average up to 17% of their turnover to R&D
- ⇒ Generic medicines lead in pharmaceutical manufacturing in the Europe while creating a multi-supplier market.
- ⇒ Over 160 000 jobs in Europe.
- ⇒ 75% of generic medicines consumed in Europe are produced in Europe.
- ⇒ Emerging markets outside Europe provide EU manufacturers with major opportunities for export.



Source:  
[http://ec.europa.eu/competition/sectors/pharmaceuticals/inquiry/staff\\_working\\_paper\\_part1.pdf](http://ec.europa.eu/competition/sectors/pharmaceuticals/inquiry/staff_working_paper_part1.pdf)  
Source: EGA Internal survey 2014, IMS Institute (2015) – The role of generic medicines in sustaining healthcare systems: a European perspective