



EGA *fact sheet* on generic medicines



Generic Medicines Provide Front-line Treatment for Chronic Illnesses & Conditions

The European generic medicines industry provides cost-effective treatment for many common chronic illnesses and conditions.

The European generic medicines industry makes a major contribution to European healthcare by providing cost-effective treatment for many of today's most common chronic illnesses and conditions¹, such as cancer, diabetes, depression and high blood pressure.

Common Chronic Conditions *treated with affordable generic medicines*

• Cancer	• Viral Infections
• Diabetes	• Bacterial Infections
• Depression	• Parkinson's Disease
• High Cholesterol	• Epilepsy
• High Blood Pressure	• Rheumatism
• Asthma	• Pain Relief
• Osteoporosis	• Inflammation
• Gastro-intestinal Disorders	

Providing sustainable treatment for these illnesses, which are particularly prevalent in older patients, will become increasingly difficult as Europe's population ages. In fact, the rapidly ageing pop-

Making Medicines Affordable

ulation in Europe, the increase in the prevalence of certain diseases and the rise in prices for originator pharmaceuticals are creating a critical need for more generic medicines. Indeed, a recent study from a well-known market research firm expresses the situation very clearly:

“With expensive drugs increasing healthcare costs, generic medicines have a critical role in the European market. Generics are widely regarded as the best method to allow access to safe, effective and high-quality drugs at affordable prices to a vast majority of patients. They also play a vital role in the development of sustainable healthcare models by imposing a direct influence on pharmaceutical spending.”²

Serious lifestyle diseases are also increasing rapidly. Treating diabetes, for example, is expected to take up 10% of the British National Health Service budget within the next six years as the number of cases soars by nearly 70%³. Sales in cancer treatments are expected to increase by more than 100% by 2009 to \$55 billion, and sales of statins to combat high cholesterol will rise by 35% to \$38 billion.⁴ A group of British doctors have said that the UK National Health Service could save £2 billion over five years by prescribing generic medicines to lower cholesterol levels instead of more expensive originator products.⁵

Since 1997, healthcare spending in OECD countries has grown more than 5.6% per year, driven largely by the cost of new medicines, as compared to 4.4% growth in overall healthcare spending (6). As medicines costs increase, patients, doctors and healthcare systems will be turning to lower-priced generic medicines for treatment in therapeutic areas where they are available and offer reliable treatment at affordable prices.

- ¹ IMS Health
- ² Frost & Sullivan, “Pricing and Reimbursement Issues for Generics and Biosimilars”, Dec 2006
- ³ The Independent, 6 October 2005
- ⁴ IMS Health - Therapy Forecaster 2005
- ⁵ British Medical Journal, 10 June 2006
- ⁶ “Health at a Glance: OECD Indicators 2005”

Formed in 1993, the EGA is the official representative body of the European generic pharmaceutical industry, which is at the forefront of providing high-quality affordable medicines to millions of Europeans and stimulating competitiveness and innovation in the global pharmaceutical sector.

EUROPEAN GENERIC MEDICINES ASSOCIATION

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