

## Did You Know?

- A generic drug is made with the same active ingredients and is available in the same strength and dosage form as the equivalent brand-name product. Generic drugs produce the same effects in the body as brand-name drugs, because both contain identical active ingredients. The difference is in the name.
- The manufacturing process of all drugs, including generics, is strictly regulated by the U.S. government and the same standards are met by all manufacturers. The Food and Drug Administration inspects drug manufacturers and recalls any marketed products that do not meet production standards.
- A generic drug meets the same stringent performance and bioequivalence standards set by the U.S. government as the brand name drug. Each generic drug is laboratory-tested to ensure that the same amount of drug will be absorbed into the bloodstream as with the brand-name drug. Since 1984 no generic drug has been approved in the U.S. unless it has been shown to have the same rate and amount of active drug absorbed as the brand-name drug.
- A generic drug is as safe and provides the same therapeutic effects as the brand-name product for patients of all ages. As a group, generic drugs have no proven age-related side effects that are different from brand-name drugs. Generics have been shown to be as safe as brand-name drugs and work no differently in children or the elderly.
- Many of the generic drugs approved by the FDA are manufactured by companies that also make brand-name drugs. Many more generic drugs will become available as brand-name drugs lose their patent protection. More commonly, brand manufacturers are making generic drugs when they lose brand patent protection to compete directly with other generic makers and their branded product.
- Health care professionals strongly support the use of generic drugs. The American Medical Association, the largest organization of medical doctors, states that generic drug products are acceptable for use by the American public. Most hospitals routinely use generic drugs for treatment of their patients.
- Of the top 10 prescription drugs sold in 2007, nine were generics. In fact, the top prescription sold in 2007 was the generic version of Vicodin®. (source: Drug Topics cited @ drugtopics.com)
- The American public spent over \$286 billion on prescription drugs in 2007. With the price of generic drugs averaging 30 to 80 percent less than the cost of brand-name drugs, the American public can save billions of dollars by using generic drugs. Overall, these savings can help control the cost of health care in the U.S. without reducing the quality offered to patients.

- The decision to use generic medications is ultimately made through the cooperation of your physician, your pharmacist and you. Ask your physician or pharmacist if any of the prescription medications you are currently taking can be filled with a generic alternative. Once you begin using generic drugs whenever possible, you can start to reduce prescription drug costs while maintaining the same strength, dosage and quality as the brand-name drug. For more information about generic drugs, go to [theunadvertisedbrand.com](http://theunadvertisedbrand.com).

- Only the United States and New Zealand permit advertising of prescription medicines to consumers. In the U.S., the FDA relaxed restrictions in 1997 on what drug companies could say in broadcast and print ads, leading to the current flood of brand-name drug marketing.

- U.S. brand pharmaceutical sales for 2007 were \$228 billion — generic sales were \$58.5 billion and accounted for 65 percent of all prescriptions filled in the U.S. (source: IMS Health)

- Based on the number of prescriptions dispensed in 2007, three of the top five pharmaceutical companies were generic companies (source: IMS Health).

- 8,730 of the 11,487 drugs listed in the FDA's Orange Book have generic counterparts (source: FDA)

- Generic drugs are held to the same federal Food and Drug Administration standards for safety and performance as the brand names yet can sell for 30-80 percent less.

- To earn FDA approval, a generic must deliver the same amount of active ingredients in the same time as the brand name.

- The FDA requires generics to have the same quality, strength, purity and stability as brand names.

- In 2007, the average retail price of a generic prescription drug was \$34.34. The average retail price of a brand name prescription drug was \$119.51. (Source: The National Association of Chain Drug Stores, 2007 cited @ [nacds.org](http://nacds.org)).