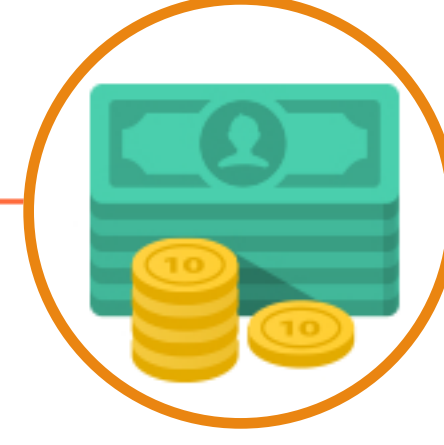


The reality of GENERIC DRUGS

Rising health care costs continue to be a major concern for everyone from patients to policymakers. Branded meds are charging a premium for the drugs that are available in generics at fraction of a cost.



Why are branded drugs so expensive?



The original pharmaceutical company has to pay for more than just the **actual production of that medication**.



The Tufts Center for the Study of Drug Development estimates that the cost to develop and win marketing **approval for a new drug is \$2.6 billion**.



Branded drug companies also **pay for research and development** for medications that failed in trials and can't be brought to market.

The solution to save money - SWITCH TO GENERIC DRUGS.

But are they equivalent to branded drugs?



The generics have to have the **number of milligrams** of drug that is included on the label in the pills.



Strength of generic drugs hardly varies between **3-4%**. Most people will never notice a difference.



According to the FDA, generic drugs do not need to contain the same inactive ingredients as the brand name product. Inactive ingredients are those that have nothing to do with the therapeutic action of the drug.



A systematic review of 47 studies that compared cardiovascular drugs found no evidence that brand-name drugs were superior with respect to **clinical outcomes**.



An RCT comparing a brand antibiotic vs. a generic antibiotic found **no differences in clinical effects**.



The FDA conducted its own evaluation of proton pump inhibitors (e.g., Prilosec/Losec). All five generics met dissolution standards.



How generic drugs can help us?



IMS INSTITUTE
for
HEALTHCARE INFORMATICS

**According to the IMS
Institute for Healthcare
Informatics,**

generics have saved Americans **one trillion dollars** in health care savings over the past decade

a current rate of more than **one billion dollars** in savings every other day.



Nearly **3.8 billion of the total 4.3 billion prescriptions** dispensed in the U.S. in 2014 were filled using generic drugs.

This means that **generic drugs** now account for nearly **nine out of every 10** (88%) prescriptions dispensed in the United States.



The 2014 Express Scripts Drug Trend Report shows that **SINCE 2008,**

THE PRICE OF BRAND DRUGS HAS **ALMOST DOUBLED**



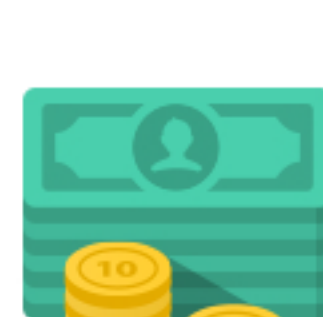
but the PRICE OF GENERIC DRUGS HAS BEEN CUT **ROUGHLY IN HALF**.



A May 2015 report from AARP notes that **RETAIL PRICES FOR GENERIC DRUGS FELL AN AVERAGE OF 4% IN 2013,**



marking nearly a decade of consecutive years of decreasing generic drug costs. That report also notes that **73% OF GENERIC DRUGS in the study EXPERIENCED PRICE DECREASE**



What are Viagra and Sildenafil?

Viagra is the brand name for a medicine known as Sildenafil which has been proven to be effective for the treatment of erectile dysfunction. Sildenafil is the active ingredient and is also available since 2013 as a generic drug.

Cipla's Silagra which uses the active ingredient Sildenafil differs vastly in comparison with the branded drug **Viagra by Pfizer**.

While Silagra (100 mg) is **priced at \$1.69** per pill the same powered Viagra by Pfizer **costs nearly \$22** a piece.



Viagra by pfizer
\$22
a piece

Online medicine purchase-Is it dangerous?



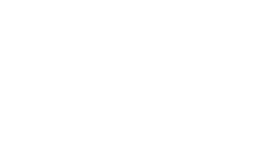
According to a recent survey conducted by the Food and Drug Administration (FDA), an agency within the Department of Health and Human Services, nearly **one in four adult U.S. Internet consumers surveyed reported purchasing prescription drugs online.**



Nearly 30 percent said that they lacked confidence about how to safely purchase medicine online.



FDA's data shows that **4,883,950 American's** are purchasing medicines from sites that may be of risk to consumers and **1,149,164 Americans** buy foreign medication online from websites that may not pose risks.



A small survey conducted by the Partnership at **Drugfree.org** -funded by ASOP - concluded that one out of every six American adults - **36 million - have bought medication online without a prescription.**

In conclusion it can be said that not all online pharmacies are safe, but if you choose carefully you will get exactly the same products for a fraction of cost.



SEARCH....

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REVIEWS

Conditional on shopping online, **53.93% use Internet search, 41.11% check** with a credentialing agency such as **PharmacyChecker.com, 22.62%** use personal referrals, and only **12.95%** look for the cheapest deal.

Consistently, most online shoppers restrict themselves to one primary website, sometimes with supplements from other websites.

Sites like **<https://rxpharmacyreviews.com>** are dedicated to providing the most accurate, relevant and useful information about online pharmacies with the motive to help people stay safe while purchasing medications online

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