

BRANDED vs. GENERIC

MEDICATIONS

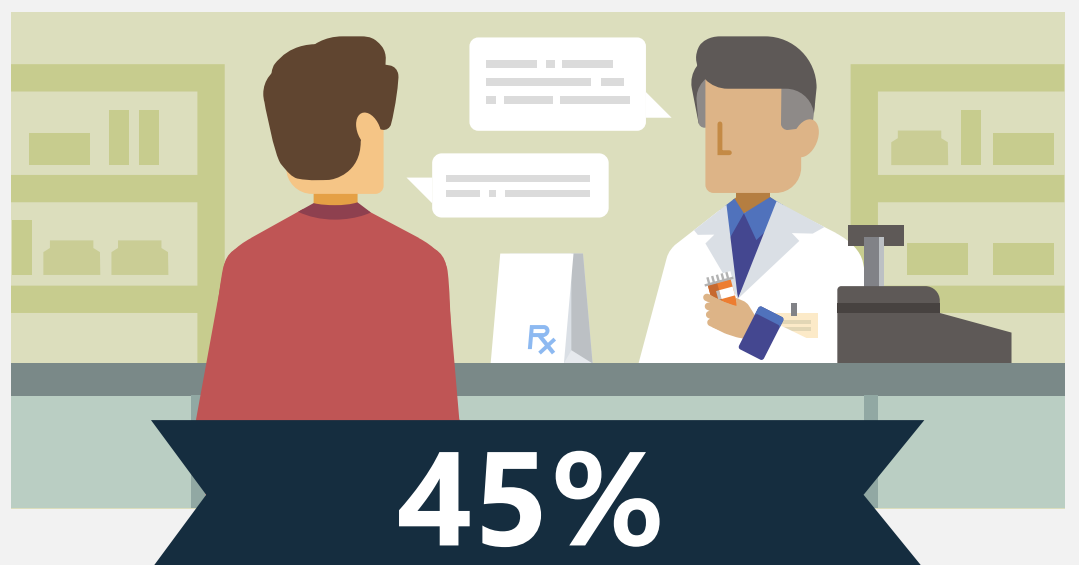
Understanding Patient Influence on Disease Management & Treatment Options

A MD Analytics Syndicated Study

96% of patients have a general idea of the difference between branded vs. generic drugs.



of patients claim their doctor gives them the option for a branded vs. generic version when writing a prescription.



of patients claim their pharmacist discuss the option of branded vs. generic when filling a prescription.

Driven by Quebec patients

Attitudes on Branded vs. Generic Medications



Branded medication works significantly better than generic medication



Branded medications are significantly safer than their generic medication



I prefer to pay a little more to get the branded drug instead of the generic version



Approximately a third of patients agree that branded medications work better, are safer, and they are willing to pay a little more for them.



Younger patients have more positive opinions of branded medication.

This is not the whole story

The full report answers questions like:

- Do Canadians trust pharmaceutical companies?
- How often is "Dr. Google" consulted instead of professional medical advice?
- How often do patients really follow doctor's orders?
- When do they choose over the counter vs. natural products?

And more...

Data based on survey of n=907 Canadian patients currently taking a prescription treatment. Among them: CV related condition (n=305), Type 2 diabetes (n=302), Respiratory condition (n=300). January 2020.

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