



Media Toolkit

Generic Drug Access and Savings in the U.S.

Table of Contents

Section	Page
Report Summary	3
Newsletter Content	4
Social Media Content	5
• Twitter	5
• Facebook & LinkedIn	11

REPORT SUMMARY

Savings Generated from Generic Drugs Continue to Soar

Generic drugs have saved the U.S. health care system \$1.67 trillion in the last decade, generating \$253 billion in savings in 2016 alone. Medicare savings amounted to \$77 billion (\$1,883 per enrollee) and Medicaid savings of \$37.9 billion (\$512 per enrollee).

The report also looks at state-by-state savings and generic savings by therapy area. Notably, the most savings from generic drugs were found in mental health (\$44 billion), hypertension (\$29 billion) and cholesterol (\$28 billion) treatments.

The Context

Congress, the Trump Administration, and many state governments have been considering a range of policy options to address the costs of prescription drugs. AAM promotes policies to accelerate development of and access to more generics and biosimilars while blocking policies that would result in reduced access. The report documents massive improvements in quality of life and health outcomes for patients, federal and state taxpayers, employers, providers, and others. Monetary savings are a significant part of the story, but access entails a range of other benefits.

New Analysis Shows Nearly 3x as Many Patients Abandon Branded Prescriptions as Generics

For the first time, the third-party researchers who conducted the study analyzed the differences between brand and generic “abandonment” behaviors. That is, once patients request a prescription at the pharmacy, do they pick it up, or do they abandon a medication that could improve their lives? The report concludes that new patient abandonment rates for brand-name drugs are 266% higher than for generic drugs. Copays play a significant role in abandonment; 90 percent of generic copays are under \$20, compared to 39 percent of branded copays.

Newsletter content

The following is sample content to share with your network. Please feel free to customize it to meet the needs of your organization.

New Report Shows Patients More Likely to Continue Treatments with Generic Drugs than with Brand Drugs

The ninth annual **Generic Drug Access and Savings in the U.S.** report shows that generic drugs are essential to the United States' health care system. For the first time, the third-party researchers who conducted the study analyzed the differences between brand and generic abandonment behaviors. The report concluded that new patient abandonment rates for brand-name drugs are 266% higher than for generics. In addition, AAM found that copays also play a significant role in abandonment; 90 percent of generic copays are under \$20, compared to 39 percent of branded copays.

Discover more at RxAccessReport.us.

Generics dramatically reduce overall prescription drug costs over time. Nearly nine of ten (89%) of the more than 3.9 billion prescriptions dispensed in 2016 were generic, yet these medicines make up only 26% of total drug costs.

Generic medicines drive savings, not costs. Generic drug manufacturers are true drivers of health system value — generating savings and enhancing access for patients, public programs, taxpayers, employers and others who rely on more affordable medicines.

According to the report:

- Only 7.7% of generic prescriptions are abandoned, compared to 20.5% of branded.
- Generic drugs are 89% of prescriptions dispensed in the U.S. but only 26% of drug costs
- Generic drugs saved the U.S. health care system \$253 billion
- \$1.67 trillion 10-year savings (2007-2016)
- Medicare savings: \$77 billion, with savings of \$1,883 per enrollee
- Medicaid savings: \$37.9 billion, with savings of \$512 per enrollee

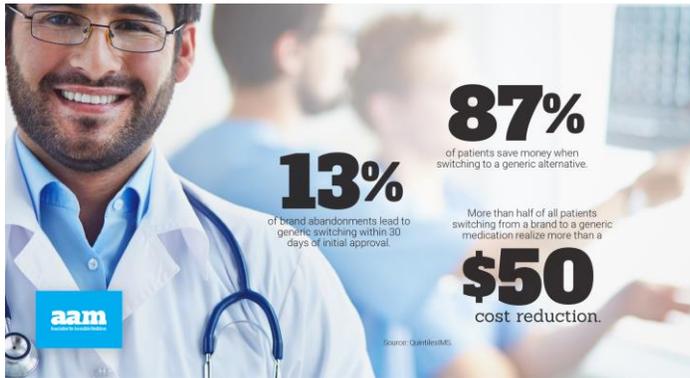
Social Media Content

We encourage you to mention, share and retweet @AccessibleMeds. Mix and Match shareable images. Your organization can engage with the suggested content below.

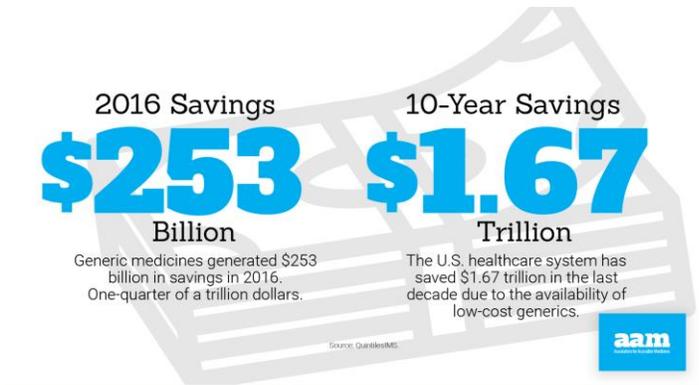


Twitter

New analysis shows abandonment rate for brand-name prescriptions is 266% higher than for generic: <http://bit.ly/RxAccessReport>

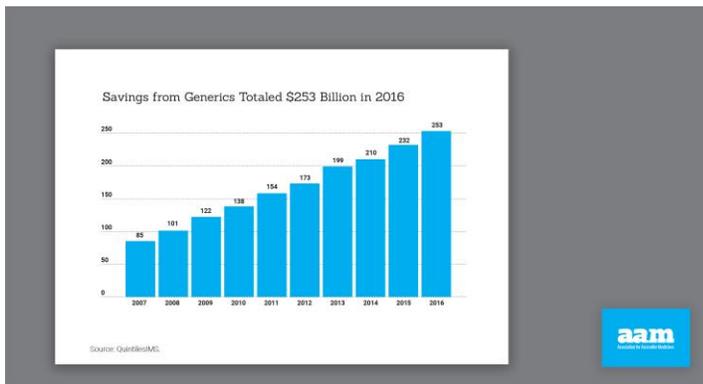


[#genericdrugs](#) lower [#healthcare](#) costs: US has saved \$1.67 trillion since 2007: <http://bit.ly/RxAccessReport>



Americans save \$253 billion with generic prescriptions. Read the report: <http://bit.ly/RxAccessReport> Graph: Annual Generic Savings

Americans saved \$253 billion with generic prescriptions. Why it matters - <http://bit.ly/RxAccessReport>



As healthcare spending increases, generic prescription drugs save you money. Read the report: <http://bit.ly/RxAccessReport> (Graphic: Annual generic savings)

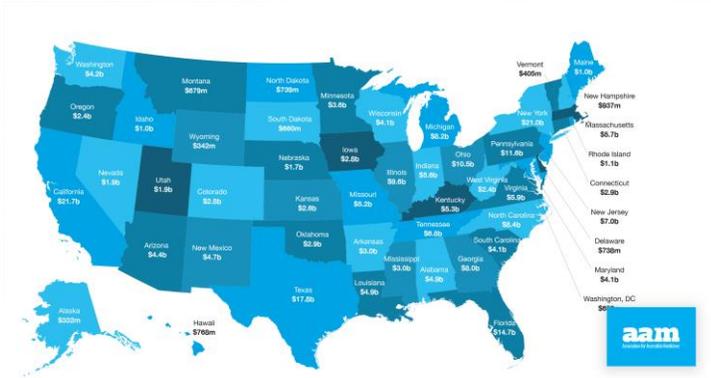


Generic drugs are 89% of prescriptions dispensed but only 26% of costs. Read the report: <http://bit.ly/RxAccessReport>



Did you know that #genericdrugs saved the US \$253bn in 2016? Follow @AccessibleMedicines & download the new report: <http://bit.ly/RxAccessReport>

#GenericDrugs save us all money by keeping #Rx costs competitive. See how much your state saved in a new @AccessibleMedicines report: <http://bit.ly/RxAccessReport>

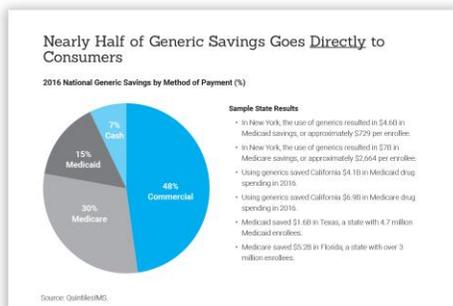


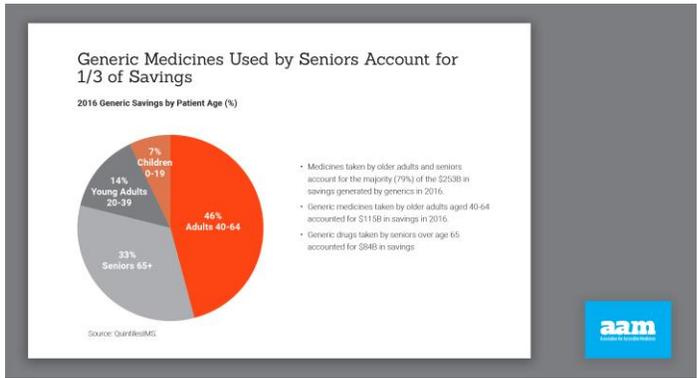
Let's enhance #GenericDrug approval process to help keep our #Rx affordable.
#drugprices #drugpricing

New @AccessibleMedicines report: <http://bit.ly/RxAccessReport>

Biosimilar Approvals						
Approval Date	Biosimilar Product	Non-Proprietary Name	Biosimilar Sponsor(s)	U.S. Launch	Reference Product	Originator
3/6/15	Zarxio®	filgrastim-sndz	Sandoz	9/3/15	Neupogen®	Amgen
4/6/16	Inflectra	infliximab-dyyb	Celltrion/Pfizer	10/17/16	Remicade®	Janssen
8/30/16	Erelzi	etanercept-szsz	Sandoz	Pending	Enbrel®	Amgen
9/23/16	Amjevita	adalimumab-atto	Amgen	Pending	Humira®	Abbvie
4/24/17	RenFlexis	Infliximadabda	Samsung/Bioepis	Pending	Remicade®	Janssen

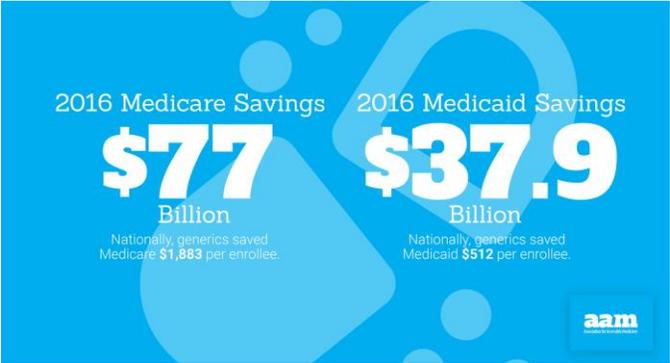
#GenericDrugs put treatments within reach, saves Americans \$253 billion. New @AccessibleMedicines: <http://bit.ly/RxAccessReport>





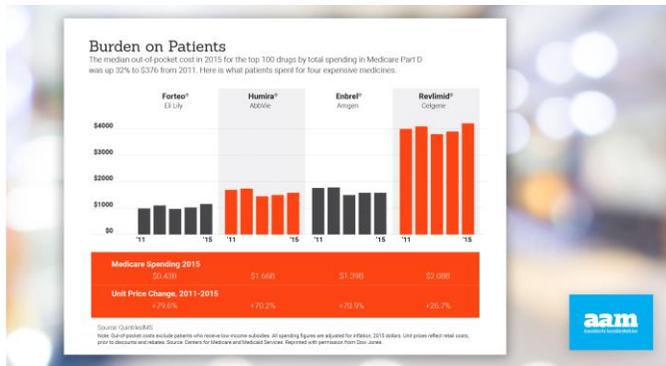
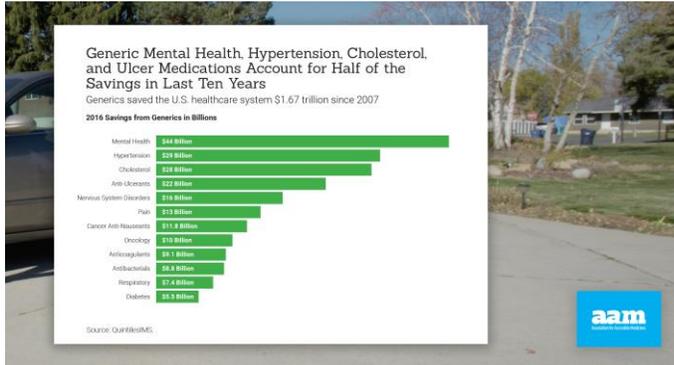
New report from @AccessibleMedicines says generic drugs saved #Medicare \$77 billion. Find out more at <http://bit.ly/RxAccessReport>

New report from @AccessibleMedicines says generic drugs saved #Medicaid \$37.9 billion. Find out more at <http://bit.ly/RxAccessReport>



Find out how generic drugs are bringing treatments within reach for more Americans at <http://bit.ly/RxAccessReport>

Find out how #generics and #biosimilars are bringing treatments within reach for more Americans at <http://bit.ly/RxAccessReport>





Facebook or LinkedIn

AAM's new report finds that only 7.7% of generic prescriptions are abandoned, compared to 20.5% of branded. Copays play a significant role in abandonment; 90% of generic copays are under \$20, compared to 39% of branded copays. Read the report at <http://bit.ly/RxAccessReport>

The Association for Accessible Medicines has released an important new report that shows how much generic drugs and #medications save the US #healthcare system. Download and share the report: <http://bit.ly/RxAccessReport>

Did you know that generic drugs have saved the US #healthcare system \$1.67 trillion over the past decade? Find out how much your state saved, and what we need to do together to keep medication prices competitive: <http://bit.ly/RxAccessReport>

Generic drugs are 89% of all US #prescriptions. See why generic drugs are important for keeping our #healthcare system costs low: download and share the full report: <http://bit.ly/RxAccessReport>