

For Immediate Release
November 3, 2011

Contact: Julie Gray
Office: 309-282-8825
jgray@qualityquest.org

Quest promotes generics in northern Illinois as best-selling drug in history goes off patent

(Peoria, IL) – Especially in a struggling economy, price causes many patients to jeopardize their health and not keep up on necessary medication.

Generic drugs are chemically identical to their brand-name equivalents and can cost up to 85 percent less. Expect more savings over the next year with an unprecedented wave of expiring drug patents, opening the door for generics to be created for seven of the world's 20 best-selling drugs. The wave starts this month with the biggest selling drug of all time – Lipitor – going off patent Nov. 30.

Generic drugs are low hanging fruit in the healthcare spending problem, currently saving the US healthcare system about \$1 billion every three days, according to the [Generic Pharmaceutical Association](#).

Quality Quest promotes generic drug use by publicly reporting the rate of generic prescribing in Illinois clinics. With the [Generics Report Tool](#), consumers can see how their doctor's clinic compares to others when it comes to generic prescribing.

Public reporting has consistently been shown to be a significant driver for change, creating transparency, which then creates provider competition based on quality. The absence of transparency and competition (on the right things) are often cited as reasons why the US healthcare system is flawed and its price tag unsustainable.

Find more information and helpful resources on the *Why Pay More?* section at qualityquest.org.

About Quality Quest for Health of Illinois

Quality Quest for Health of Illinois is a non-profit healthcare collaborative working together to transform healthcare in our state. We bring physicians, hospitals, health plans, employers, patients, and families together to focus on creating healthier communities with better patient outcomes. We collect data related to specific Quest projects and report performance information to medical community and the public. The information helps providers compare their performance to peers and regional / national benchmarks and gives consumers data to make informed healthcare decisions. For more information, visit qualityquest.org. Find us on [Facebook](#), [Twitter](#), or [LinkedIn](#).

###