

# The Economic Impacts of Prescription to Over-the-Counter Switch



Switching medicines from **prescription-only** to **over-the-counter** status can have a major impact on how people manage their own health, on the cost of healthcare, and even on the productivity of the Canadian economy.



The biggest savings will be for employer and government drug plans — and for millions of individual Canadians without full coverage for these medicines



**\$458** Million

in Reduced **Cost of Medicines**

**\$290** Million  
in Reduced **Doctor Visits**

6.6 million fewer doctor visits



3 MAJOR AREAS OF IMPACT

**\$290** Million

in Increased **Labour Productivity**

Improvement in productivity at work and reduced absenteeism



Looking at just **three**\* drug categories, the potential savings amount to

**\$1** Billion  
PER YEAR

By optimizing the regulatory framework and the Canadian over-the-counter landscape, barriers to appropriate drug switching could be reduced and open up new opportunities for improving the health and economic outcomes of Canadians.

\*Based on The Conference Board of Canada Report *Value of Consumer Health Products. The impact of switching prescription medications to over-the-counter* which focuses on 3 classes of drugs, PPIs, OCs and EDs.

Consumer Health Products Canada

*Advancing evidence-based self-care*

