

THE  LUNG ASSOCIATION™  
L'ASSOCIATION PULMONAIRE  
New Brunswick/Nouveau-Brunswick

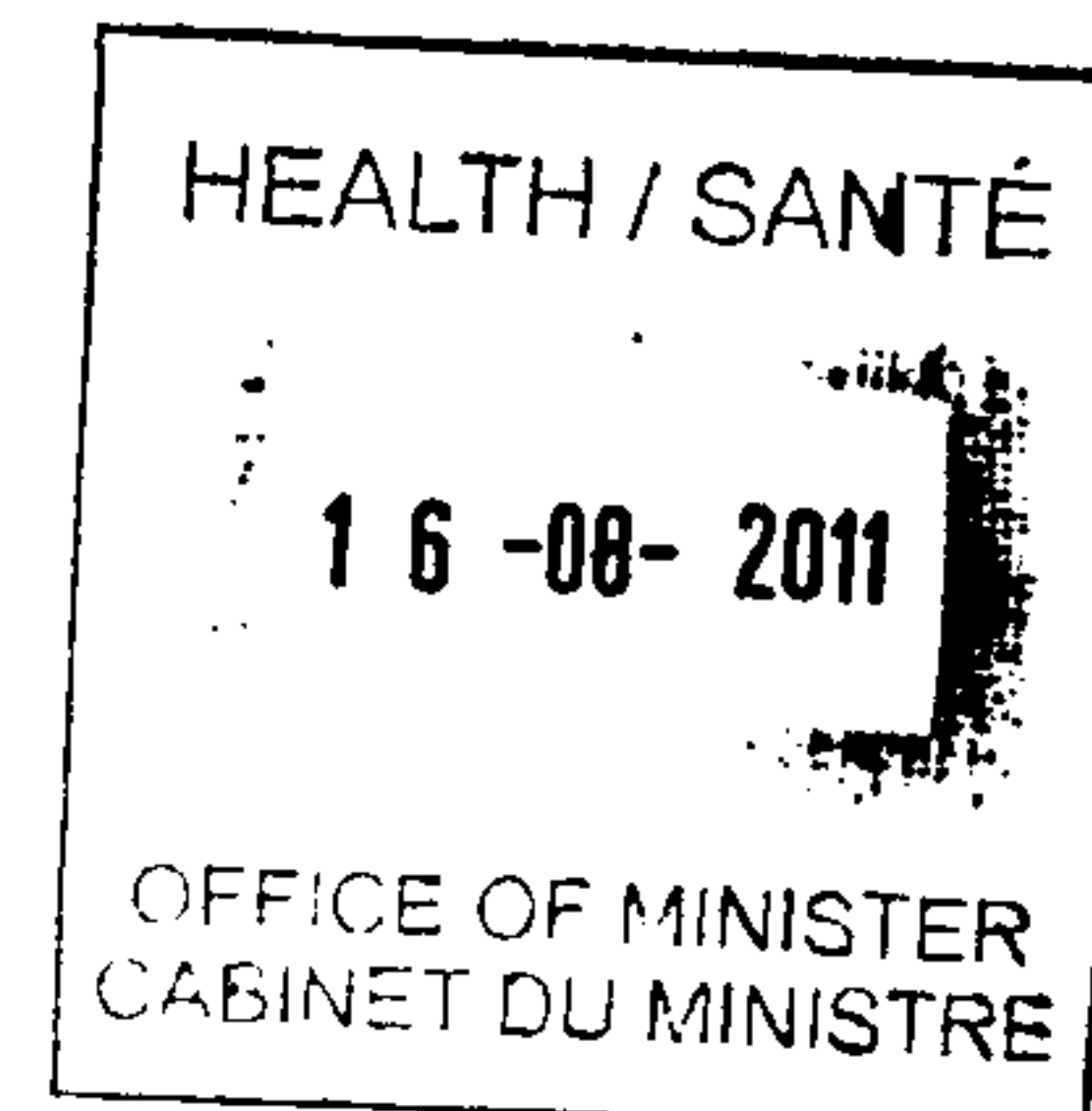
Honorary Patron  
The Honourable Graydon Nicholas  
Lieutenant-Governor of New Brunswick  
Lieutenant-gouverneur du Nouveau-Brunswick

Honorary Chairman  
The Honourable Madeleine Dubé  
Minister of Health  
Ministre de la Santé

President/CEO  
Barbara MacKinnon, Ph.D

August 10, 2011

The Hon. Madeleine Dubé  
Minister of Health  
Government of New Brunswick  
P.O. Box 5100  
Fredericton, NB, E3B 5G8



Dear Minister Dubé,

**Subject: New Brunswick Generic Drug Price Policy**

Thank you for the opportunity to provide input on generic drug pricing and pharmacy services in New Brunswick as part of the government's *Fair Drug Prices for New Brunswickers* consultation. We believe that the province of New Brunswick should follow the lead of other provincial jurisdictions and ensure competitive generic pricing policies that could support the province's commitment to expand affordable access to medicines for New Brunswickers.

The New Brunswick Lung Association is a charitable organization dedicated to good health through the prevention of lung disease and the promotion of wellness through education and research. We are the Canadian Lung Association's voice in New Brunswick and a leading advocate for improved health outcomes and smoking cessation.

The problem of smoking cessation is particularly acute in our province, where the prevalence is higher than the national average. This costs us millions of dollars a year. A light smoker costs the New Brunswick economy about \$49,000 over his/her lifetime, while quitting saves approximately \$27,000 of those costs. In addition to saving lives, reducing the rate of smoking in the province will reduce strain on the health system and reduce health spending in the long run.

We are therefore encouraged to see smoking cessation mentioned in the government's consultation document, and we hope you will continue to empower and encourage health professionals, including pharmacists, to help smokers quit. The Association therefore welcomes the plan to include cessation counselling in an expanded set of pharmacy services.

Drug program reforms are a great opportunity to re-invest the millions of dollars of savings from lower generic drug prices into expanded access to drugs to the NB Prescription Drug Program and to smoking cessation treatments which are now benefits covered in most other provinces. In our view expanding pharmacy-based cessation services without providing access to cessation therapies proven to be effective and recommended by the Canadian Common Drug Review does not allow the over 20% of New Brunswickers addicted to tobacco the best opportunity to be free from their addiction.

At NB Lung we see a great opportunity for government to reduce the impact that smoking has on patients with the chronic obstructive lung disease and Lung Cancer as over 80 percent of these disease are caused by smoking. We also understand that there is a significant number of New Brunswickers who have no drug coverage or significant financial burden to access therapy.

Thank you for the opportunity to participate in this consultation. ***Remember,***

***"When you can't breathe, nothing else matters."***

Sincerely,

A handwritten signature in black ink, appearing to read 'B MacKinnon', with a long horizontal flourish extending to the right.

Barbara MacKinnon, PhD  
President and CEO