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**Fwd: The Irish Medicines Board: Website Update: Irish-consumers-have-increased-awareness-of-Generic-Medicines**

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**From**

**Date:** 6 June 2013 8:09:24 AM EDT

**To**

**Subject: The Irish Medicines Board: Website Update: Irish-consumers-have-increased-awareness-of-Generic-Medicines**



Dear appaji,

The following content has just been added to The Irish Medicines Board's website ([www.imb.ie](http://www.imb.ie)).

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**Irish-consumers-have-increased-awareness-of-Generic-Medicines**

There is a high level of consumer awareness and acceptance of generic medicines according to a survey published today by the Irish Medicines Board (IMB). The survey undertaken by Behaviour & Attitudes found that 8 out of 10 respondents (82%) would accept a generic medicine if offered it by their doctor or pharmacist whilst nine out of ten consumers (92%) who had personally used generic medicines said that they had a positive experience overall. The survey found that three quarters (72%) of consumers said they were familiar with the term 'Generic Medicine'. The survey findings also highli...

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Thank You.

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