

Patients

Poor health status

(age, complexity of treatment)

Economic incentives

(deductible, out of pocket)

Physicians

Regions (cantons)

Practice (GPs, hospital, specialists)

**Generic
use**

+

-

+

+/-

+/-

-

Size of the market

number of generics and patients

Diversification

(packaging, galenic, etc.)

Nature of the treatment

298 substitution groups

Pharmaceutical market