

# Therapeutic Trends



## Consumption of Antidepressants: A Provincial Comparison

*Insight and Outlook from IMS Health*

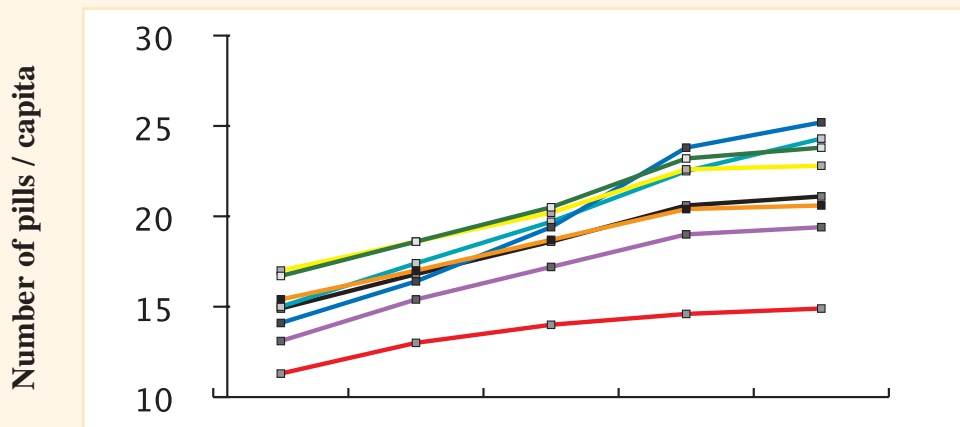
Depression continues to be Canada's fastest-rising diagnosis. From 1994 to 2004, visits to office-based physicians for depression have almost doubled. The majority of visits were made by Canadians aged 40 to 64 (57% of visits), followed by those aged 20 to 39 (29% of visits).

Prescriptions of all classes of antidepressants have almost doubled since 1999, climbing to 22.5

million in 2004, with a retail value of \$1.1 billion. The most commonly prescribed antidepressants are selective serotonin re-uptake inhibitors (SSRIs), accounting for 75% of all prescriptions dispensed last year.

A provincial comparison of the per capita consumption of SSRIs in Canada shows that Manitoba leads the country with 25.2 pills per

**Number of pills dispensed in Canadian retail pharmacies—SSRIs (per capita)**



	2000	2001	2002	2003	2004
Ontario	15.4	17.0	18.7	20.4	20.6
Alberta	16.7	18.6	20.5	23.2	23.8
Sask	11.3	13.0	14.0	14.6	14.9
Quebec	13.1	15.4	17.2	19.0	19.4
BC	17.0	18.6	20.2	22.6	22.8
Manitoba	14.1	16.4	19.4	23.8	25.2
Maritimes	15.0	17.4	19.7	22.5	24.3
Canada	14.9	16.8	18.6	20.6	21.1

SSRI: Selective serotonin re-uptake inhibitor

Source: IMS Health, CompuScript, Statistics Canada

capita dispensed in 2004, followed by the Maritimes and Alberta at 24.3 and 23.8 pills per capita, respectively. At 14.9 pills per capita, Saskatchewan is well below the national average of 21.1 pills per person. Also at or below the national average are Ontario (21.1 pills per capita) and Quebec (19.4 pills per capita). [CPM](#)

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Montreal, QC (514) 428-6000  
Mississauga, ON (905) 816-5000

## Promotion

### Patrick Gushue President of Pangaea's new division



Patrick Gushue

Joseph Knott, President of Pangaea Holdings Inc., is pleased to announce the creation of a new division for the Pangaea group of companies. The new division, Pangaea Development & Training, will focus on improving marketing and sales force effectiveness through directed learning. In addition to facilitating the Canadian Pharmaceutical Marketing Program at Humber Institute of Technology and Advanced Learning and one-to-one mentoring, the division will be assisting companies with the development of internal talent management programs for marketing and sales professionals.

Mr. Knott is also pleased to announce that Patrick Gushue has been appointed President of this new division. Patrick began his career as a pharmaceutical sales representative and rose quickly through management with various companies, holding positions such as Director, Marketing and Sales, Vice-President, Marketing, and Vice-President, Business Development. Patrick holds two Bachelor of Arts degrees, a degree in Education and a Masters degree in Business Administration. His MBA research focused on Pharmaceutical Product Manager Training and led to the design and implementation of competency-based development programs for Associate Product Managers and Product Managers.

**PANGAEA**  
DEVELOPMENT & TRAINING

Patrick Gushue President

1489 Dupont Street, Toronto, Ontario M6P 3S4  
Telephone: 416 516 3524 Fax/telex: 416 516 3525  
Email: pgushue@pangaea-consultants.com

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