

Online Pharmacies: What You Need to Know to Keep Hoosiers Safe

Wednesday, September 20, 2017
Employers' Forum of Indiana
Eskenazi Health
Indianapolis, IN

FAEGRE BAKER
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ASOP
GLOBAL
FOUNDATION



Today's Discussion Agenda

- ▶ Framing the Issue: Illegal Online Pharmacies
- ▶ Understanding Hoosier Perceptions and Behaviors Regarding Online Pharmacies
- ▶ Available Tools to Ensure Safety Online
- ▶ Help is in Your Backyard....Lilly's Product Protection Strategy
- ▶ Concluding Remarks & Next Steps

Speakers

- ▶ **Libby Baney**

Advisor, ASOP Global Foundation

Executive Director, ASOP Global (affiliated organization)

Principal, Faegre Baker Daniels Consulting

- ▶ **Marty Allain**

Chair, ASOP Global Foundation

Senior Program Manager, National Association of Boards of Pharmacy

- ▶ **Grant Lindman**

Director, Global Anti-Counterfeiting Operations, Eli Lilly and Company

Board Member, ASOP Global

About the ASOP Global Foundation

- ▶ **Marty Allain, Chair**
Senior Program Manager, National Association of Boards of Pharmacy
- ▶ **Bruce Longbottom, Secretary**
Assistant General Counsel, Trademarks, Copyrights and IT, Eli Lilly and Company
- ▶ **Elizabeth Miller, Treasurer**
Vice President, U.S. Regulatory Affairs, USP

www.ASOPFoundation.pharmacy

Cost, Convenience and Access to Care



**35,000 – 45,000
online pharmacies**

The background image shows Steve Jobs on a stage, gesturing towards a large screen. The screen displays a blurred image of a white smartphone and the text "in your pocket". A large, bright yellow diagonal banner is superimposed over the center of the screen, containing the text "35,000 – 45,000 online pharmacies" in bold black font.

Cost, Convenience and Access to Care

CVS pharmacy™

Pharmacy MinuteClinic® Shop ExtraCare® Optical Photo Easy Reorder Basket

Home | Drug | Cialis | Oral tablet | 10mg

Cialis: Oral tablet (10mg)

Detailed Information

ON THIS PAGE:

- What is this Medicine?
- CVS Patient Statistics
- In-Depth Information
- Learn More
- Patient Experiences

Also see:

- Get answers to Frequently Asked Questions (FAQs)
- Find other class related drugs
- Find additional patient usage statistics

Visit Drug Summary Page **Go**

Refill Prescription

Item 1 of 1

Cialis 10mg Tablets
Eli Lilly and Company
Pill Identification:

\$54/pill

BLINK-HEALTH

Search for a medication **GO** About Blink Help

1. SEARCH 2. PAY 3. PICK UP

*The savings from Blink are wow customers across the country

Cialis

Tadalafil 10 mg, 10 Tablets

Tadalafil is used to treat male sexual function problems (impotence or erectile dysfunction-ED). In combination with sexual stimulation, tadalafil works by increasing blood flow to the penis to help a man get and keep an erection. Tadalafil is also used to treat the symptoms of an enlarged prostate (benign prostatic hyperplasia-BPH).

Blink Price
\$546.54
With promo: \$54.54

You must have a valid prescription doctor. ?

Form
Tablet

Dosage
10 mg

Quantity
10 Tablets

Add to Cart

Pay online and pick up at virtually any U.S. pharmacy, including:

Walgreens Target SAFEWAY RITE AID CVS/pharmacy Walgreens

Purchases are fully refundable

CVSPHarmacy
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About Us How to Order Testimonials

Shopping Cart

Search **GO** Products by Name: A B C D E F G H I J

USD CAD EUR GBP AUD CHF

Men's Health

Viagra	Cialis	Viagra Super Active+
Viagra Professional	Levitra	Cialis Super Active+
Cialis Soft Tabs		

Red Hot Deals!

Viagra \$3.70 Now only \$1.85 >	Cialis \$4.00 Now only \$2.40 >	Viagra Super Active+ \$3.99 Now only \$2.79 >
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Most Popular Products

BRING REAL JOY TO HERTONIGHT!

\$4.07

BUY VIAGRA PRO

Russian Operator (Whols):
Andrei Zubkov chats@infotorrent.ru
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fax: +7.3432647607
ul.Lenina d.12 kv.71
Ust-Ilimsk Irkutskaya obl 666673

Chinese Registrar with US
Nexus: BizCN.com - a Chinese Registrar owned by a company operating out of Bellevue, Washington
Source: LegitScript

\$2.40/pill

Cost, Convenience and Access to Care

International Business Times



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BUSINESS

US Patients Turn To Online Pharmacies For Cheap Meds, But Drug Companies Say The Sites Endanger Consumers

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THE DREAM TEAM AGAINST DRYNESS & DIRT

SHOP NOW

Patients who pay £1,000 for life-saving drugs online that would cost NHS £35,000: More and more are doing it - but doctors warn it's a big risk

- Kim Crisell, 60, from Witham, Essex, was told he faced certain death
- He had been diagnosed liver disease three years ago, and looked online
- The best hope was to wait for a new wonder drug called Harvoni

News - Canada

thestar.com

Americans turn to Canada for cheaper EpiPens

Canadian price for the life-saving allergy antidote syringe remains at about \$100, versus \$600 or more in the U.S.



Mylan said it would reduce the out-of-pocket cost of its severe allergy treatment EpiPen through a discount program, a day after Democratic Presidential candidate Hillary Clinton criticized the drug's high price. Bobbi Rebell reports.

HEALTH NEWS

HEALTH CARE | DIET & FITNESS | MENTAL HEALTH | MEN'S HEALTH | WOMEN'S HEALTH

Patients Seeking Cheaper Drugs Join Buyers Clubs

by REUTERS

Frustrated by the high price of antiviral drugs, thousands of patients from London to Moscow to Sydney are turning to a new wave of online "buyers clubs" to get cheap generic medicines to cure hepatitis C and protect against HIV infection.

While regulators warn that buying drugs online is risky, scientific data presented at a recent medical conference suggest that treatment arranged through buyers club can be just as effective as through conventional channels.



A doctor holds Truvada pills at her office in San Francisco in 2012. Jeff Chiu / AP file

Will Nutland, who supports a drug-buying network in London and takes Indian-made generic drugs that are not available through the health service to prevent HIV infection, thinks the latest research will build confidence in such schemes.

"This new data shows that so far we've got it right," the HIV activist



Audience Participation



Audience Participation



Why Is This A Problem?

Hidden Poisons in Counterfeit Medications

There are a lot of shady ingredients that go into counterfeit medications that consumers can be exposed to by buying directly from unlicensed drug sellers on the internet, or when medical professionals purchase medications from outside the secured supply chain.

Investigators have found these dangerous ingredients in fake medicine.

Heavy metals



mercury
aluminum
lead
cadmium
arsenic
chrome
uranium
strontium
selenium

Actual poison



PCBs
benzopyrenes
rat poison
boric acid
antifreeze

Common household items



road paint
wall paint
brick dust
floor wax
sheet rock
paint thinner

Drugs you didn't ask for



aminotadalafil
homosildenafil
xanthoanthrafil
pseudovardenafil
hongdenafil
sibutramine
haloperidol

No drugs at all



dextrose
dextrin
lactose
starch
saline
salt



FAKE



Brick Dust: Used by counterfeiters to provide color and texture to pills, brick dust can contain poisonous heavy metals and other chemicals.

Why Is This A Problem?

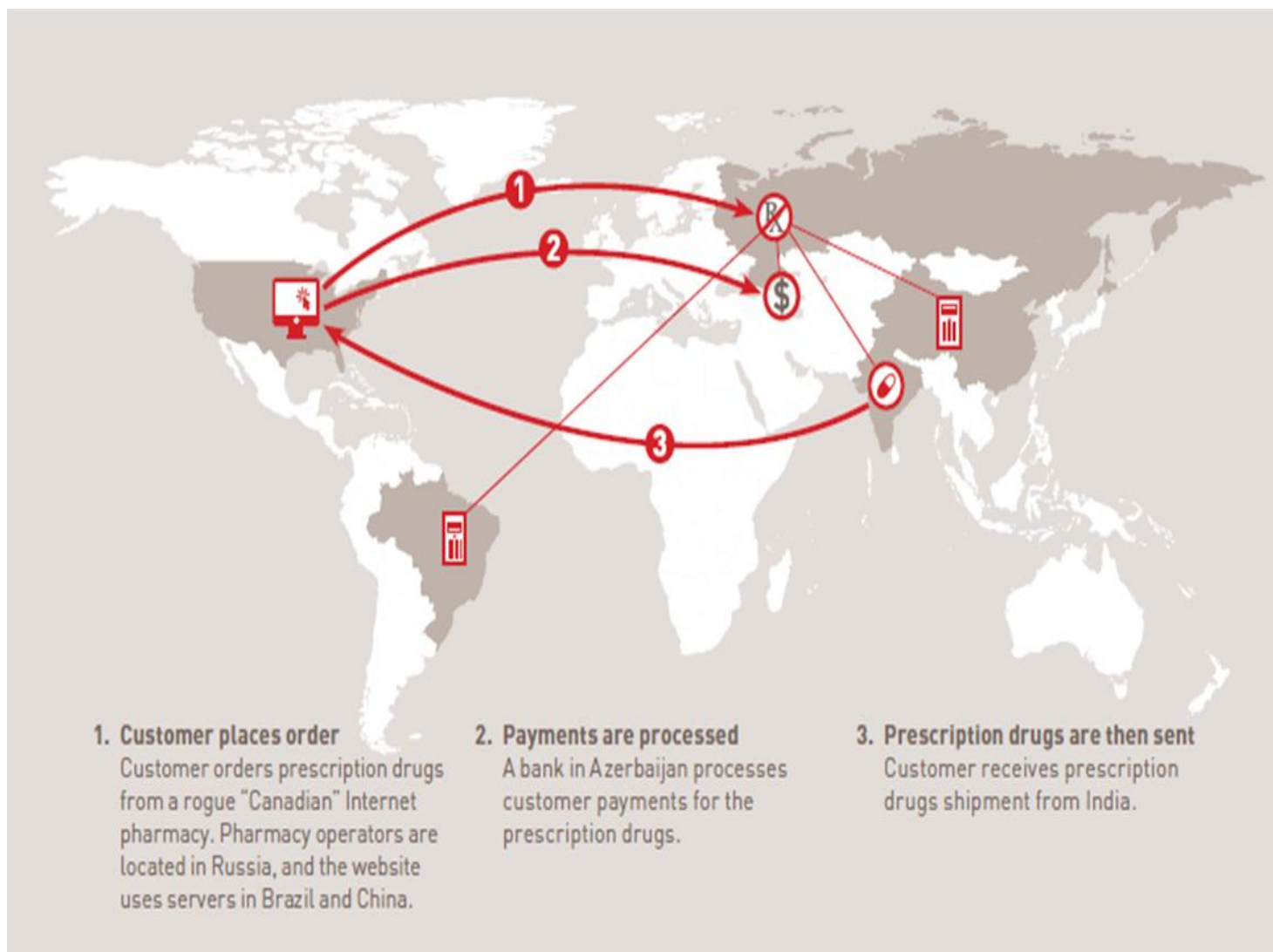
- ▶ Every day, approximately **20 new illegal** online pharmacy websites go live globally.
- ▶ **3,300** sites sell controlled substances like **opioids**, often without a prescription.
- ▶ In searching online for **prescription opioids** across the three major search engines, nearly **91% of the first search results** led users to an illegal online drug seller offering prescription opioids.



Why Is This A Problem?

- ▶ Common violations by illegal drug sellers include:
 - ▶ Selling **falsified, adulterated** and **unapproved medicines**;
 - ▶ Selling prescription **medications without a prescription**; and
 - ▶ Operating with **no pharmacy license**.
- ▶ Risks of over/under-dosing, drug interactions, adverse events and financial fraud.
- ▶ Online drug sellers can make between **\$1 – 2.5 million** in sales each month.
- ▶ Counterfeiters make **10x more profit** than that of illicit drug traders.

Rogue Internet Pharmacy Operations



Patient Harms



Woman Dies After Taking 'Diet Pills' Bought Over the Internet
The Guardian (April 2015)



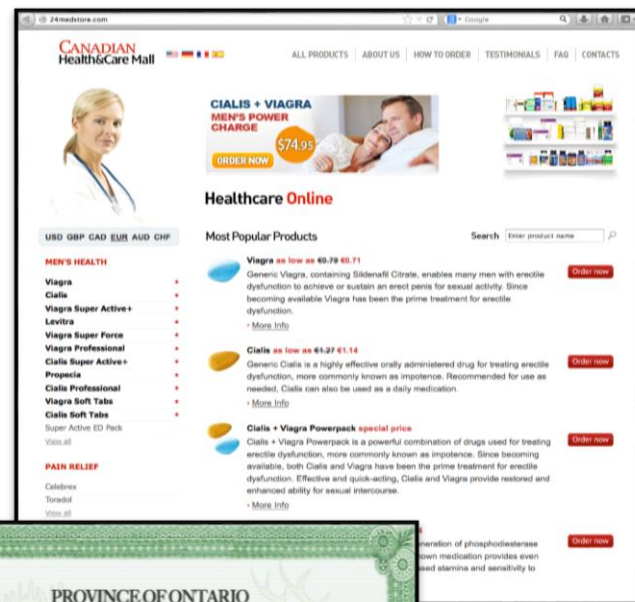
Banned Slimming Drug Kills Medical Student: Coroner Attacks Online Dealers who Target the Vulnerable – Daily Mail (April 2013)



Paramedic Died After Taking Tablets She Bought Over the Internet to Help Her Sleep – Daily Mail (May 2011)

Spotting a Fake Online Pharmacy

- ▶ Is the online pharmacy in compliance with the laws in **both** the **country of origin** and the **country of destination**?
 - ▶ Approved Medicines.
 - ▶ Licenses in Jurisdictions of Business
- ▶ Does it require a **valid prescription** for prescription medications?
 - ▶ No 'Form-Only' Medical Consultations
 - ▶ No Waivers
 - ▶ Real Doctor-Patient Relationships





Shopping Cart Items: 1 Subtotal: \$139.80 **CHECKOUT**

Fraudulent use of
NABP VIPPS seal

Search

GO

Products by Name: [A](#) [B](#) [C](#) [D](#) [E](#)

Red Hot Deals!

SAVE
50%



Viagra
~~\$3.70~~
Now only \$1.85 >

SAVE
40%



Cialis
~~\$2.92~~
Now only \$1.75 >



Verified by VIPPS



American Pharmacists
Association



ExtraCare



Comodo
Authentic Site

CVS Pharmacy - Windows Internet Expl...
<http://www.cvsrxpharmacy.com/certificates/vipps/>

Verified Internet Pharmacy Practice Sites™(VIPPS)

Corporation	CEO
CVS Pharmacy	Michael D. Bryan
Address	Experience Operating a Pharmacy since June 1999
5900 Shingle Creek Pkwy, Minneapolis, MN, USA	

Dispensing Pharmacies	
Pharmacy Name	Address
CVS Pharmacy	1210 Midhurst Dr Arlington, TX 76013, USA

Original VIPPS Certification Date	Next Verification Date
January 20, 2010	January 20, 2014

Donald McCormack

Fake pop-up when seal
is clicked to create
appearance of
legitimacy



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OUR ADDRESS:
Headquarters
1210 Midhurst Dr,
Arlington, TX 76013,
USA

WE SHIP WORLDWIDE:
TO ALL COUNTRIES AND
DESTINATIONS, FEEL FREE TO
ORDER



Marty Allain

Chair, ASOP Global Foundation

Senior Program Manager, National Association of Boards of Pharmacy

Understanding Hoosier Perceptions and Behaviors Regarding Online Pharmacies

What is NABP?

- ▶ The **National Association of Boards of Pharmacy**.
- ▶ Nonprofit, international, impartial professional organization that supports its member boards of pharmacy in protecting the public health.
- ▶ Has been certifying US-based internet pharmacy sites since 1999.
- ▶ Acquired the **“.pharmacy” TLD in 2014** to create a safe online environment for internet pharmacy transactions, health products and health information.
- ▶ Public health protection – foundation for all NABP programs and services.

.Pharmacy Consumer Education is KEY

- ▶ Consumers should recognize .Pharmacy as the valid designation for a legitimate pharmacy or related website.
- ▶ Message: ***“Look to the right of the dot”***.
- ▶ Increased public awareness will decrease the impact of rogue online drug sellers masquerading as pharmacies.
- ▶ As consumer recognition increases, .Pharmacy will be the desired website domain for consumers & legitimate pharmacy businesses.

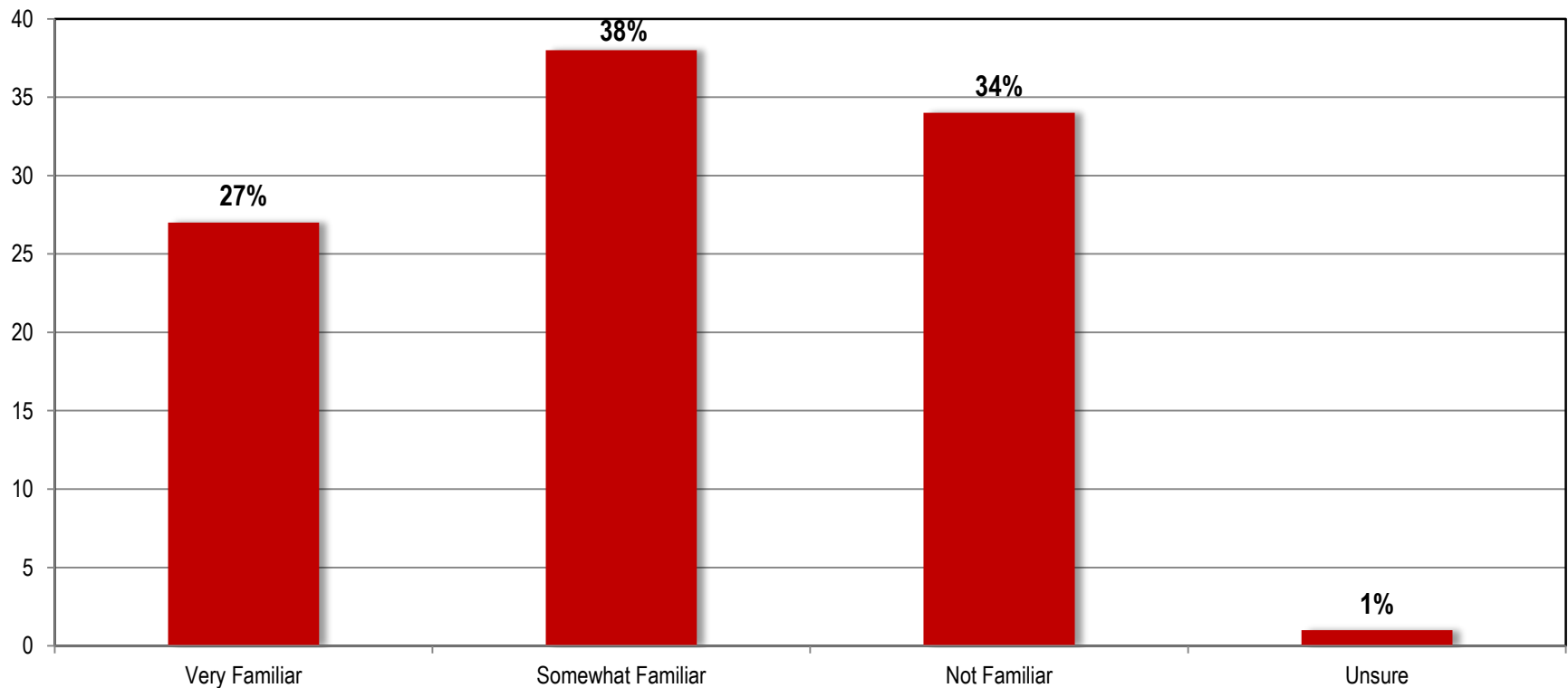
ASOP Global Hoosier Survey

Methodology and Demographics

- ▶ ASOP Global partnered with Baselice, a nationally-recognized polling firm, to conduct a consumer survey over five days in May 2017.
- ▶ Margin of error: (+/-) 4%.
- ▶ 33% online panel; 37% landline phone; 30% mobile phone.
- ▶ 500 interviews (48% male/52% female)
 - ▶ Age distribution, race/ethnicity and partisanship representative of Indiana voters.
 - ▶ Respondent ages reflect national averages.
- ▶ 76% of participants or a member of their household currently taking a prescription medication.

Key Consumer Behavior Findings

While only 27% of consumers are very familiar with online pharmacies, **a majority (55%) has or would consider buying medication online.**



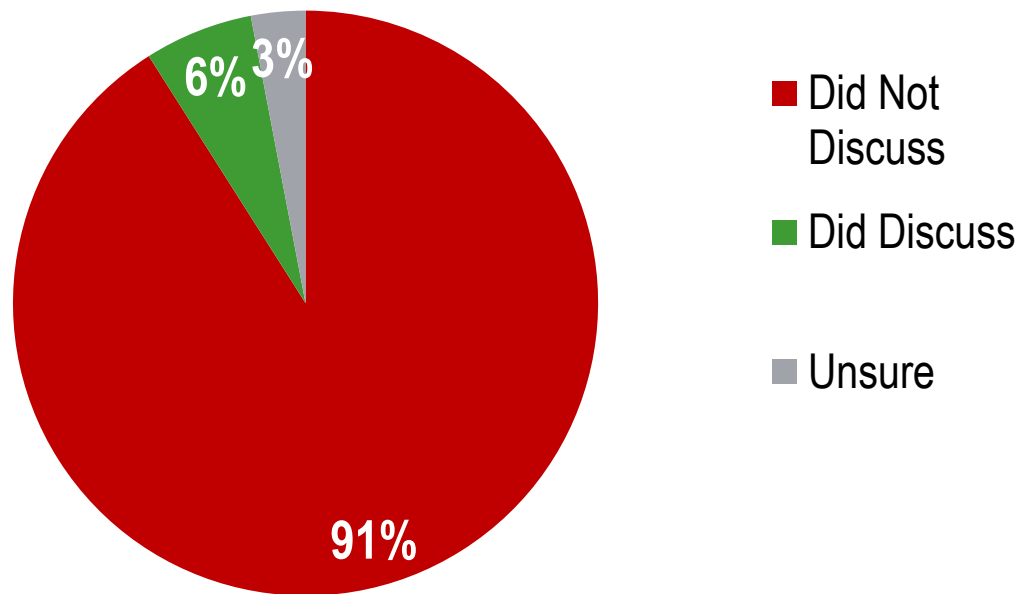
Key Consumer Behavior Findings

- ▶ **1/3** of respondents had purchased from an online pharmacy for themselves or someone under their care.
- ▶ Adults **over the age of 55** were most likely to have purchased from an online pharmacy.
- ▶ **Lower household income** correlates with willingness to **accept higher risks** of online pharmacy use.
- ▶ **72% of daily social media users** would consider purchasing medications online compared to 75% of non-social media users who would not consider using an online pharmacy.

Key Consumer Behavior Findings

88% of people who have purchased prescription drugs online (purchasers) did not discuss it with their healthcare provider.

Of *all* respondents, 91% do not discuss where they get their medicines with from a provider.



What Medicines Would Consumers Purchase Online?

- ▶ **42%** have bought or would consider buying **chronic disease medicines** online, such as products for blood pressure or high cholesterol.
- ▶ **21%** have bought or would consider buying **specialty medications** online, such as chemotherapies or hormone replacement therapy.
- ▶ **17%** of consumers have considered buying **chronic pain medications** online *(we didn't ask if they had bought in this category for fear of under self-reporting)*.

However, Less than 5% of consumers are aware of tools available to help them find safe online pharmacies.

Key Consumer Perception Findings

After learning the facts, **59% of consumers oppose** prescription drug importation from Canada.

- ▶ 53% of consumers **perceived Canadian online pharmacies as risky.**
- ▶ 57% of consumers believe their **privacy and/or identity theft** is at risk.
- ▶ 15% of consumers **would consider using a Canadian online pharmacy** and are willing to accept moderate-to-high risk to do so.

Top Facts that Impact Consumers

- ▶ Many foreign online pharmacies **do not require prescriptions** for medication, making it easier to evade law enforcement and get drugs, **worsening our the US opioid epidemic**.
- ▶ Since 2010 there have been more than **200 felony counts** against networks affiliated with Canadian online pharmacies.
- ▶ While the Canadian government requires Canadian online pharmacies to sell Canadian approved drugs to their own citizen, they **cannot ensure** Americans will receive Canadian medicines. According to the US FDA, **85%** of medicines that are sold to Americans by Canadian online pharmacies **are not Canadian**.

Top Three Survey Takeaways

- ▶ 55% of Hoosiers have or would buy online, yet less than 5% know how to do so safely.
- ▶ Educated consumers take less risks.
- ▶ More education is needed – to healthcare providers and consumers/employees.

For more survey takeaways, please visit:

<https://goo.gl/pTwvUJ>

Grant Lindman

Director, Global Anti-Counterfeiting Operations, Eli Lilly and Company
Board Member, ASOP Global

Lilly's Product Protection Strategy

Definitions

- ▶ Falsified/Counterfeit medicines are those that are deliberately and fraudulently mislabeled with respect to identity and/or source. They use trademark/branding (either exact or very close) without permission. Counterfeiting is a crime and poses a critical safety risk to patients.
- ▶ “Illegitimate product” includes diverted, stolen, tampered, repackaged, patent infringing (unapproved generic) or otherwise illegal versions of products.
- ▶ “Suspect product” is potentially falsified, counterfeit, illegitimate or genuine.

The Economic Impact of Counterfeiting

Source: "The Economic Impacts Of Counterfeiting And Piracy", Report prepared for BASCAP and INTA, 2017

ESTIMATE	2013	2022 (FORECAST)
Total international trade in counterfeit and pirated goods	\$461 Billion	\$991 Billion
Total domestic production and consumption of counterfeit pirated goods	\$249 - \$456 Billion	\$524 - \$959 Billion
Digital piracy in movies, music, and software	\$213 Billion	\$384 - \$856 Billion
Total wider economic and social costs	\$737 - \$898 Billion	\$1.54 - \$1.87 Trillion
Estimated employment losses	\$2 - \$2.6 Million	\$4.2 - \$5.4 Million

Counterfeit Production



China 2010



Colombia 2011



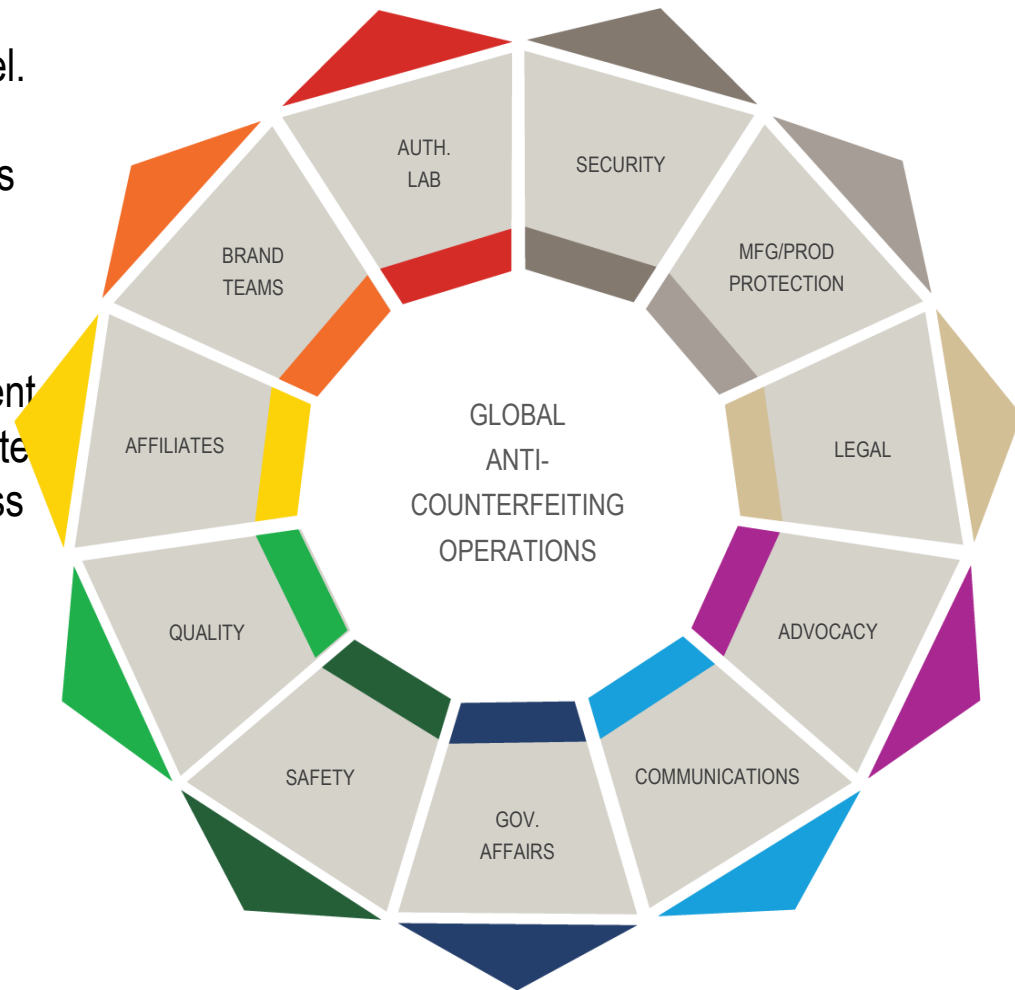
Poland 2016

Lilly's Product Protection Strategy

Secure and enhance the integrity of Lilly products through the legitimate supply channel.

Deter theft, diversion, and major counterfeiters of Lilly products through legal actions, investigations and use of technologies.

Partner with Government and Non-Government Organizations and trade associations to elevate the issue of counterfeiting and raise awareness about the threat to patient safety.



Note: Product Protection includes Anti-Counterfeiting, Theft, and Diversion

Patient Safety is the foundation of our strategy

Libby Baney, JD

Advisor, ASOP Global Foundation

Executive Director, ASOP Global

Principal, Faegre Baker Daniels Consulting

Concluding Remarks and Questions

What Can Employers Do?

1. **Remember** the majority of patients never think about the issue, but it could be adding to your insurance claims (ineffective treatment, adverse events)
2. **Join** your Hoosier peers like Lilly, the Indianapolis Coalition for Patient Safety, and Purdue College of Pharmacy by becoming a member of ASOP Global
3. **Partner** with ASOP Global to educate your employees – trainings, seminars, etc.
4. **Use** free ASOP Global and NABP resources: videos, factsheets, downloadable brochures

Final Message: #BuySafeRx

- ▶ Visit www.BuySafeRx.pharmacy to verify before buying medicine online; and
- ▶ Trust websites **ending in the “.pharmacy”** (dot-pharmacy) domain.
- ▶ For the latest news, sign-up for the ASOP Global Foundation newsletter on our website www.ASOPfoundation.pharmacy

Thank You! Questions?

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