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

Wednesday, September 20, 2017
Employers’ Forum of Indiana
Eskenazi Health
Indianapolis, IN
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
Cost, Convenience and Access to Care

Cialis: Oral tablet (10mg)

Detailed Information

ON THIS PAGE:

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

Cost:

- CVS Pharmacy: $54/pill
- Blink Health: $2.40/pill

Source: Legitscripts
Cost, Convenience and Access to Care

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

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 Crissell, 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
Audience Participation
50% of the medicines sold online by websites that hide their physical address are counterfeit.
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.

<table>
<thead>
<tr>
<th>Heavy metals</th>
<th>Actual poison</th>
<th>Common household items</th>
<th>Drugs you didn’t ask for</th>
<th>No drugs at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>mercury</td>
<td>PCBs</td>
<td>road paint</td>
<td>aminotadalafil</td>
<td>dextrose</td>
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<td>aluminum</td>
<td>benzopyrenes</td>
<td>wall paint</td>
<td>homosildenafil</td>
<td>dextrin</td>
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<td>brick dust</td>
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<td>boric acid</td>
<td>floor wax</td>
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<td>sheet rock</td>
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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

1. Customer places order
   Customer orders prescription drugs from a rogue “Canadian” Internet pharmacy. Pharmacy operators are located in Russia, and the website uses servers in Brazil and China.

2. Payments are processed
   A bank in Azerbaijan processes customer payments for the prescription drugs.

3. Prescription drugs are then sent
   Customer receives prescription drugs shipment from India.
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
Fraudulent use of NABP VIPPS seal

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

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