What is Known

Patients are at Risk

- A 2006 study estimates that 90% of all counterfeit drugs worldwide are sold on the Internet. Source: The Center for Medicine in the Public Interest
- Between 50 and 90% of all medicines bought on the internet may be counterfeit. Source: European Alliance for Access to Safe Medicines
- A 2006 study indicates that 8 million US residents now look for information about health care, including prescription drugs, online. Source: U.S. Chamber of Commerce
- Since the launch of NABP’s Internet program in May 2008, NABP has received:
  - 283 inquiries and reports from patients in regard to Internet drug outlets;
  - 31 reports of injury;
  - 138 reports of financial fraud.

Source: NABP Internet Drug Outline Identification Program Report (April 2010)
Red Hot Deals!

Most Popular Products

Viagra
Now only $4.00

Calls
Now only $2.40>

Nexus: BizCN.com - a Chinese
Registar owned by a company
operating out of Bellevue, Washington.

Chinese Registrar with US
Russian Operator (Whols);
Andrei Zubkov chats@infotorei.ru
+7-3432647607
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666673

Alliance for
Pharmacies

SiteOnline

What is Known
What is Known

Common Characteristics of Illegal Online Drug Sellers

➢ No Prescription Required
  o Prescription drug abuse increase
  o No medical supervision by doctor or pharmacist

➢ Unregulated/unapproved prescription drugs
  o Counterfeits, adulterated, expired, substandard
  o May be dangerous and/or ineffective

➢ Lack of valid / required pharmacy licenses
  o Not really a pharmacy, just a warehouse or basement
  o Lack of oversight enables medical and financial fraud, no accountability
What is Known

Reliance on US-Based Companies

Of **27,321** illegal online drug sellers identified in 2010:

- **67.7%** registered a Registrar in the U.S. (or with a meaningful U.S. nexus)

- Even of those **32.3%** that are not using U.S. Registrars, about **1/3 to 1/2** are using U.S.-based ISPs

- Approximately **80% - 90%** of all rogue sites offer payment with Visa or MasterCard, or both

![Diagram showing 2010 Rogue Internet Pharmacies by Registrar location]
What is Known

Illegal Online Drug Sellers by Top Level Domain (2010)

Only 2.5% are at "other" top-level domains (.co.uk, .ru, .me, etc.)
What is **Unknown** about Online Sales of Rx Medicine?

Research Needed for:
1) Education/Awareness Programs
2) Measuring Improvements against Baseline Status

- **Assessing Consumer Behavior/Motivations for Online Purchase**
  - Who are the “typical” users of online pharmacies?
  - Why do they purchase online?
  - What messages resonate with patients, caregivers, providers?
- **Assessing the Current Landscape to Assess Metric Improvements**
  - How many online pharmacies/illegal online drug sellers exist?
  - What percentage of these are legitimate/regulated? What percentage require a valid prescription?
  - What percentage of pharmaceuticals sold online are counterfeit or substandard?
  - Is it possible to quantify how many and what type of adverse events occur due to counterfeit or substandard medications obtained online?
ASOP Recommendations/Conclusions

- The knowing facilitation of criminal activity that endangers patient lives and public health must be addressed.
- Voluntary protocols and multi-party collaboration can greatly reduce the risk to patient safety caused by illegal online drug sellers offering counterfeit medicines and medicines without a prescription.
- Federal legislation to specifically address online sales of non-controlled prescription medicine is needed and should compliment voluntary actions taken by stakeholders to curb illegal online drug sellers.
- More education and awareness of the public is a key component of the solution.
- Research to assess the current landscape as a baseline can help measure the current problem and potential improvements based on collaborative response.

Thank you