

The Partnership For
Safe Medicines India
Toll Free Helpline 1800-11-4424



One of these medicines is fake.
Can you tell which?



*We the People
Want Safe Drugs*

Search

no prescription online pharmacy|

Gamble with my life

I'm feeling lucky

Partnership for Safe Medicines
© 2008

**” Importance of Consumer
Education and Awareness in
Curbing Counterfeiting”
By
Bejon Misra, Founder,
Partnership for Safe Medicines
(PSM) India**

www.safemedicinesindia.in

**World Anti-Counterfeiting Day
13th June 2012, New Delhi,
INDIA**



***A Public Health Group Initiative:
committed to the safety of
prescription drugs and protecting
consumers against Spurious,
counterfeit, falsified, substandard
or otherwise unsafe medicines***

**Just One unsafe Medicine
Threatens Patient Safety...
we all must work together
to educate and to help
protect patients around
the globe**

OBJECTIVES:

**To integrate spurious with
counterfeit, substandard, falsified
and unsafe medicines as per the
existing laws**

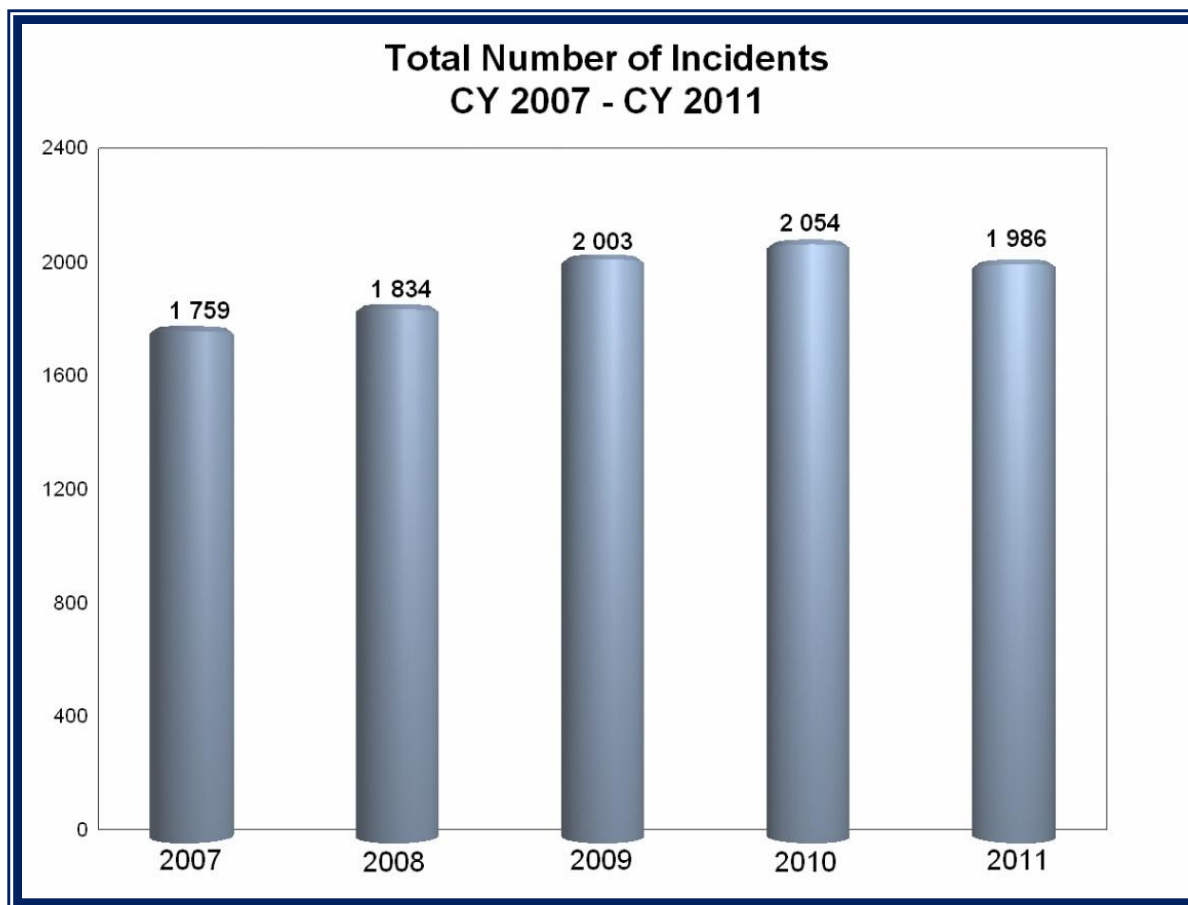
**To adopt modern technology from
around the world to empower and
enable consumers to access safe
medicines**

**To ensure Consumer Safety
prevails over profit by engaging
all the stakeholders**



PSM India was born on 6th September 2010 on Access to Safe Medicines as a Consumer Right

Incident Trends*



3.3% decline in pharmaceutical crime incidents



Incident Totals

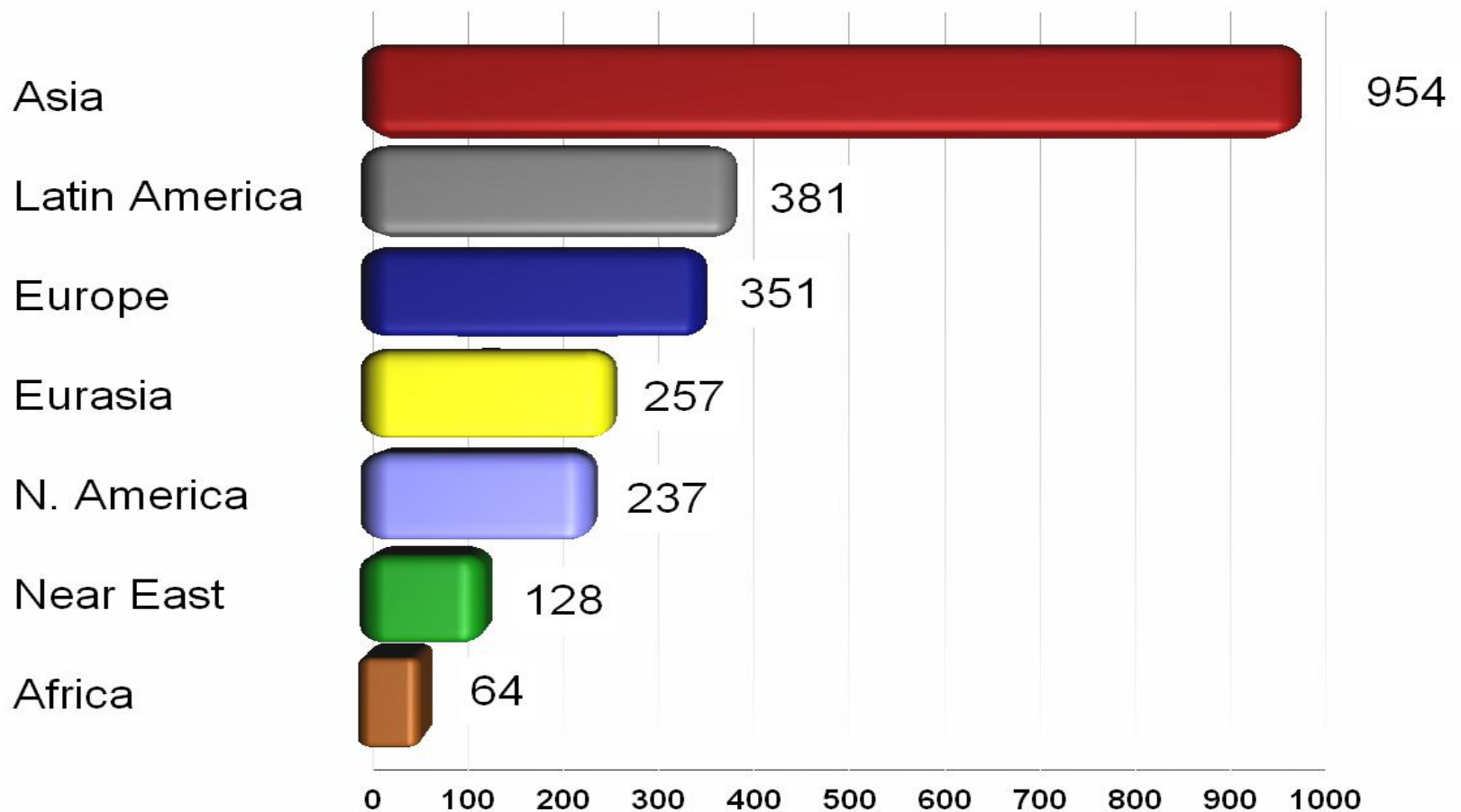
Number of Incidents			
CY 2009 – CY 2011			
	2009	2010	2011
Counterfeit	1,693	1,735	1,628
Diversion	245	278	325
Theft	65	41	33
Total	2,003	2,054	1,986

Incident Trends

- **1,986 incidents – 3.3% decline**
- **1,628 counterfeiting incidents – 6.2% decline**
- **325 illegal diversion incidents – 17% increase**
- **33 major theft incidents – 20% decline**

Incidents by Region*

Incidents - Regions of the World





What is being counterfeited?

- **All therapeutic categories are counterfeited**
- **Most frequent - genito-urinary, anti-infective and cardiovascular**
- **12% injectable v. 7% in CY 2010**
- **532 different products counterfeited (10% decline from CY 2010)**



Use of sophisticated technologies for fakes



(Source: Howard Zucker, "Combating Counterfeit Drugs: Building Effective Collaboration" WHO Presentation at Conference of Rome, February 2006)



Recent trends in Counterfeiting...



The Expired drugs racket in Tamilnadu

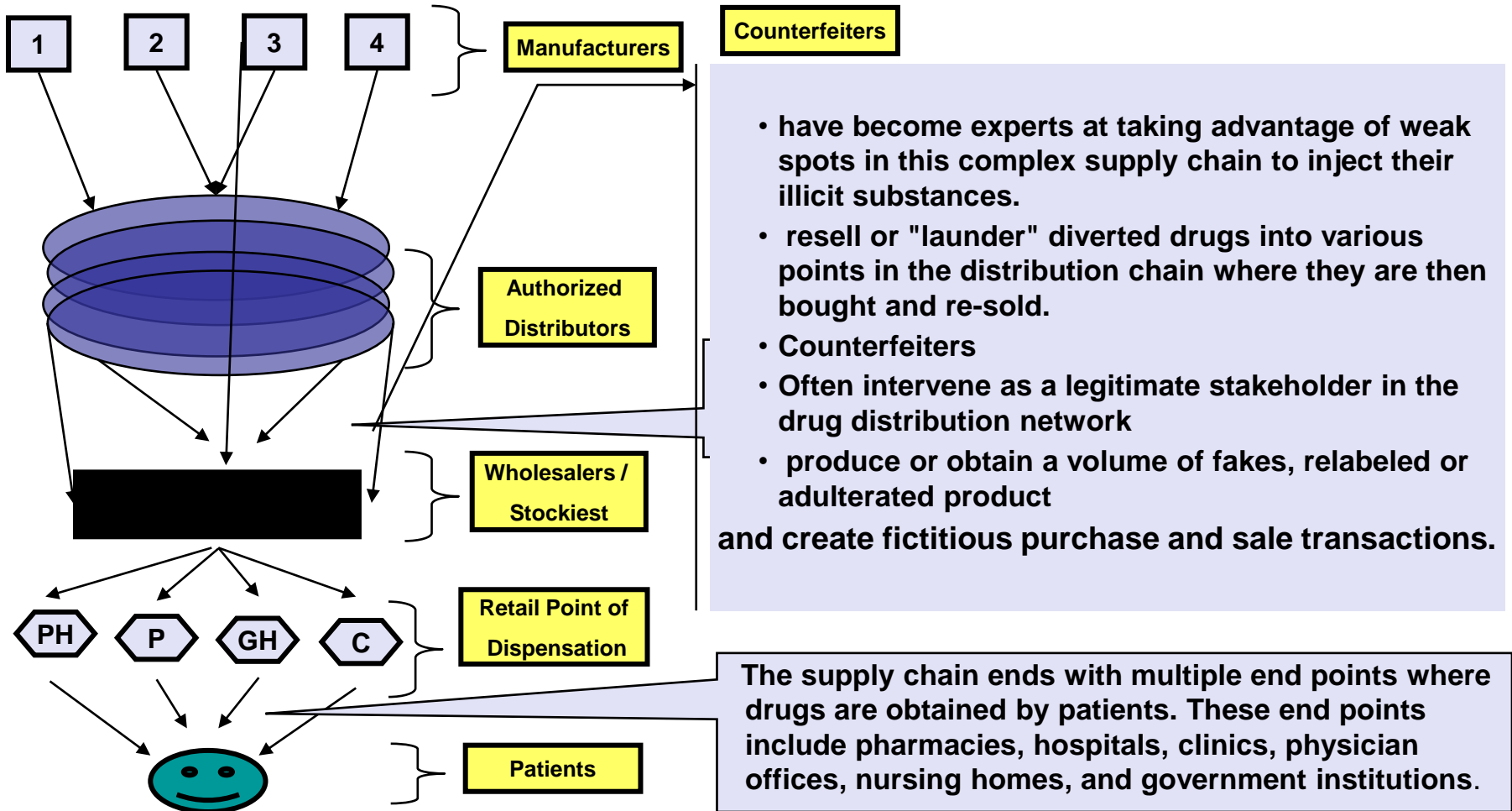


Challenges and needs of the CONSUMER

- **Protection and its integrity in the market place have always been an increasing challenge to the Product Owner & Regulator**
- **While the primary objective of protection is to provide secure means of eliminating its illegal duplication, it also is essentially oriented to facilitate the safety and efficacy of the product and above all the safety and well being of consumer**
- **Protection is also essential for a sustained business growth for the product**
- **A wide range of technologies have been researched and developed for enabling product protection and its integrity**
- **These technologies can be classified as well as categorized for a better understanding of their right and judicious use**

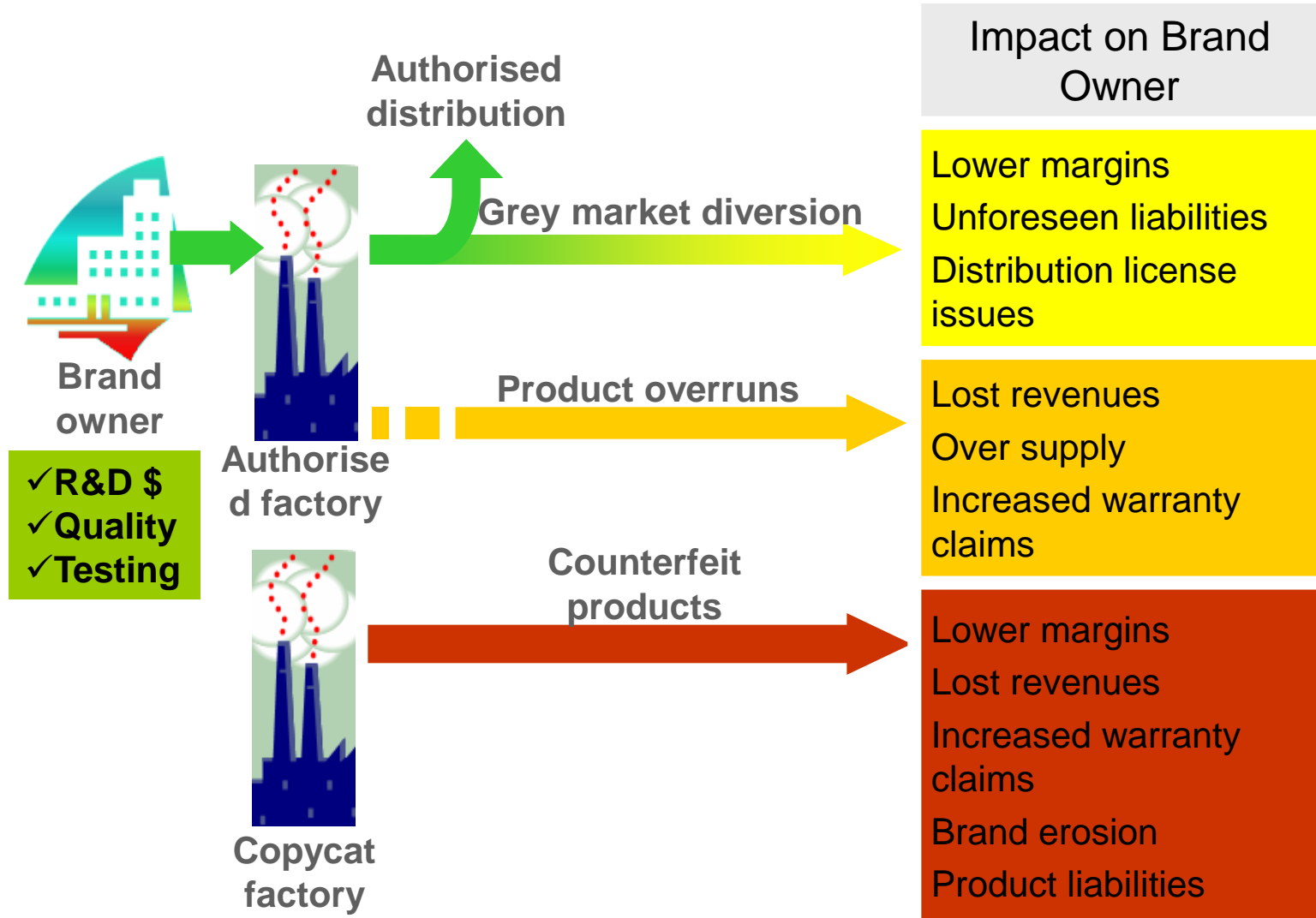
Drug Duplication and its channelization

The pharmaceutical supply chain is complex and multi level.
Duplicators take advantage of this complex value chain



What we need to Address ?

A Multi pronged Threat



The ideal characteristics of a technology for delivering fool-proof solution to counter spurious drugs should be:

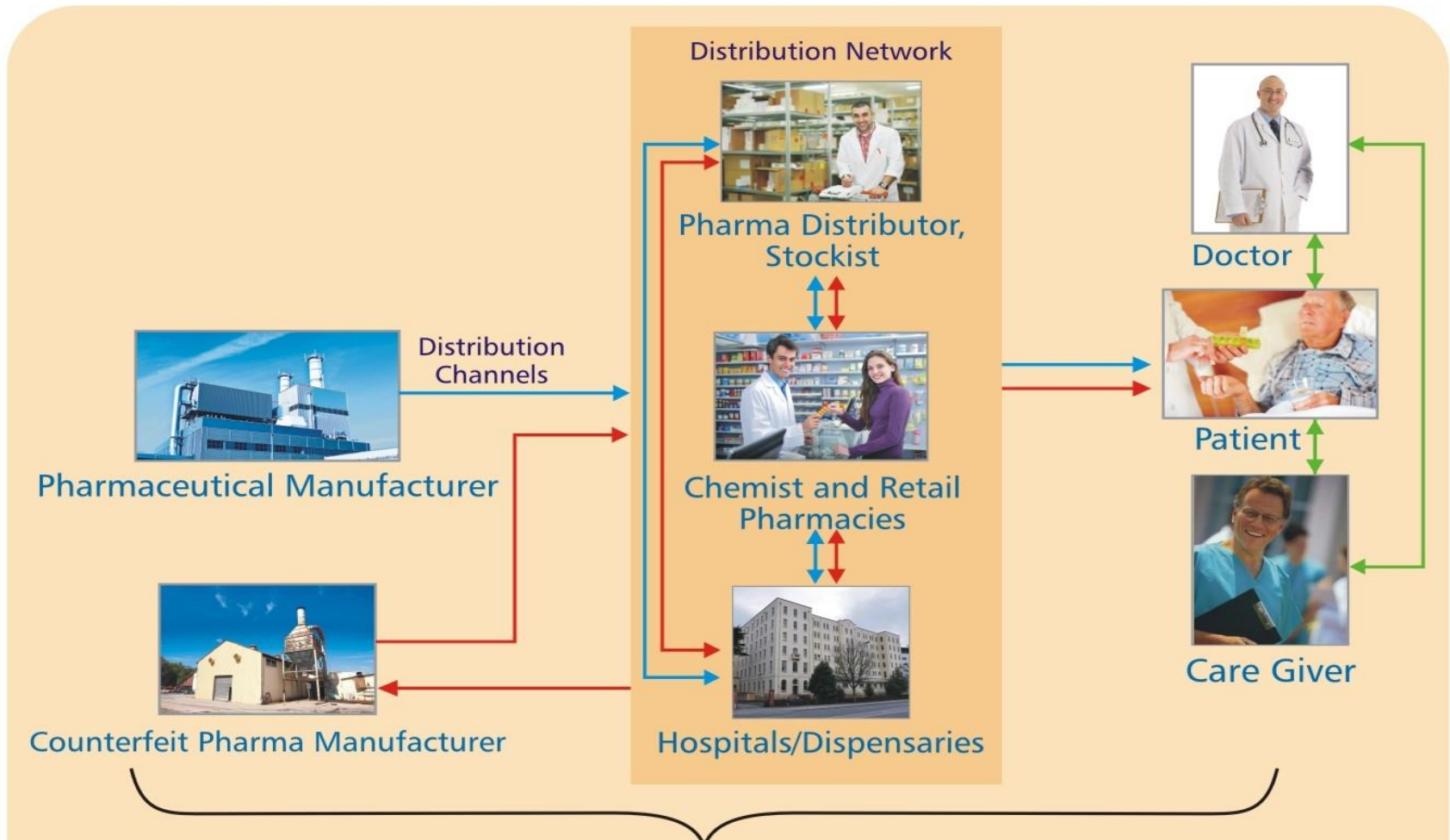
- **clone proof.**
- **Simple to use front end, with high technology on back end.**
- **Consistency and accuracy.**
- **Checks and verifications - at all points and all times.**
- **Empowering all stake holders, including the Enforcement Agencies, to do real time identification, authentication and Track-n-Trace.**
- **Capability of integration to existing processes.**
- **Discerning features.**
- **Ease of deployment.**
- **Commercially viable.**
- **Protection of PRIVACY.**
- **Capable for use / integration to meet imminent and implied needs (Patient compliance etc.).**



PSM India's Technology Roadmap for Patient Safety Initiative

Securitizing medical products beyond Point of Sale - 'Point of Origin to Point of Use'

'A Paradigm Shift'





Summary Points - 2011

1,986 incidents – 3.3% decline

1,628 counterfeiting incidents – 6.2% decline

124 countries impacted – up 11%

532 different products counterfeited

Incidents with counterfeit injectable – up 5%

1,311 arrests – increase of 14%



Way Forward For India

TASK/S: How To Connect and Empower Consumers:



More than 900 million consumers connected on mobile in India

More than 1 billion consumers connected on Television/Radio

What to Communicate and how to communicate?

DESIRED OUTCOME

- **How to Procure Safe Medicines from Secured Sources**
- **Educate Consumers to Report Adverse Reactions from Medicines**
- **Create Champions as Whistleblowers to Report Unethical Practices and Expose the Culprits**