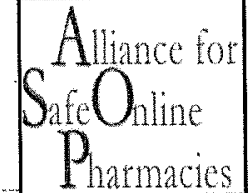


What is Known



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)

What is Known

Alliance for
Safe Online
Pharmacies

RxWorldRX.com.mov

http://www.rxworldrx.com/

Google

CVS Pharmacy
FOR ALL THE WAYS YOU CARE

About Us

How to Order

Testimonials

FAQ

Contact Us

Shopping Cart Items: 0 Subtotal: \$0.00 **CHECKOUT**



Search **GO**

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

USD CAD EUR GBP AUD CHF

Red Hot Deals!

Men's Health

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



Viagra
\$3.70
Now only \$1.85 >



Cialis
\$4.00
Now only \$2.40 >

Viag
\$3.9
Now

Most Popular Products

Russian Operator (Whols):

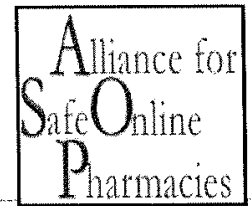
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ul.Lenina d.12 kv.71
Ust-Ilimsk Irkutskaya obl
666673

Chinese Registrar with US

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

BUY VIAGRA PRO

What is Known



Common Characteristics of Illegal Online Drug Sellers

➤ **No Prescription Required**

- Prescription drug abuse increase
- No medical supervision by doctor or pharmacist

➤ **Unregulated/unapproved prescription drugs**

- Counterfeits, adulterated, expired, substandard
- May be dangerous and/or ineffective

➤ **Lack of valid / required pharmacy licenses**

- Not really a pharmacy, just a warehouse or basement
- Lack of oversight enables medical and financial fraud, no accountability

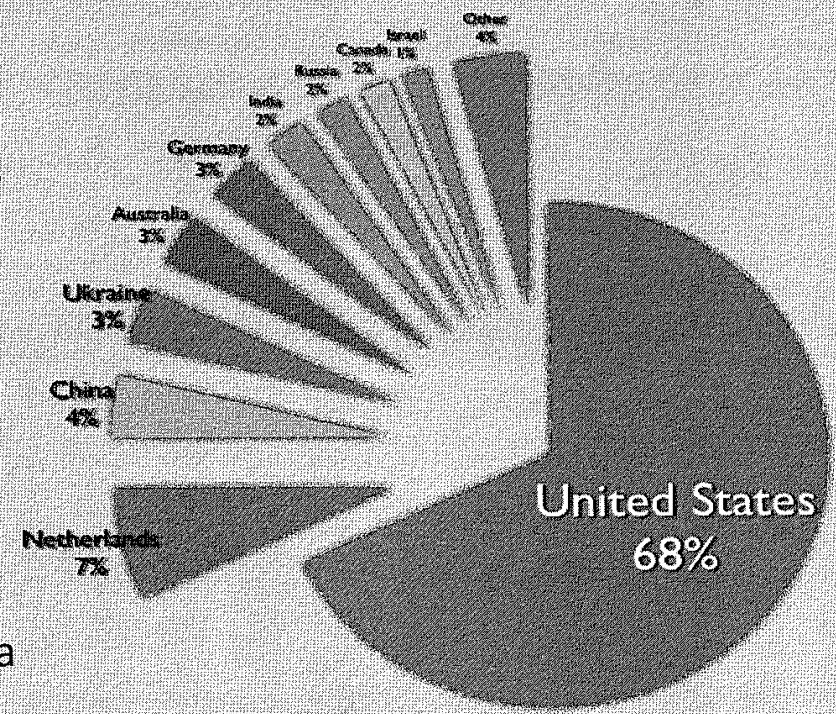
What is Known



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

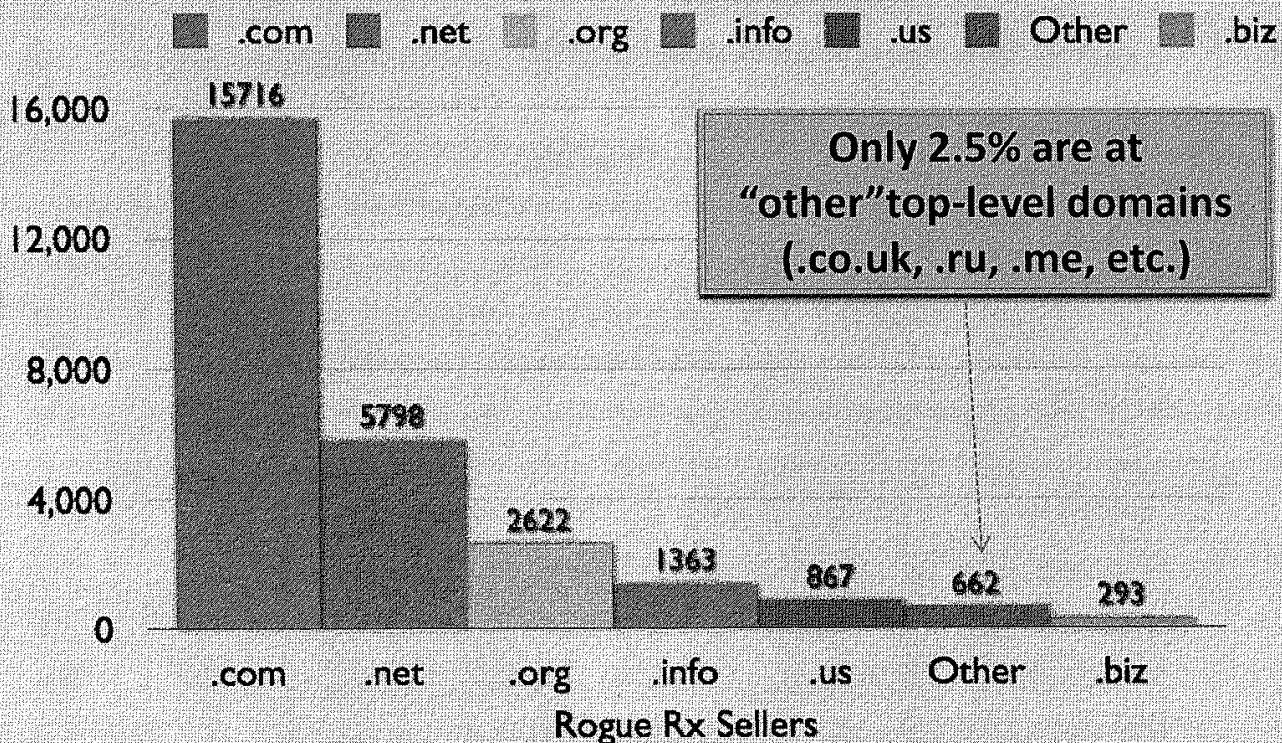


2010 Rogue Internet pharmacies by Registrar location

What is Known



Illegal Online Drug Sellers by Top Level Domain (2010)



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