Counterfeit Medicines Toolkit

5. R&D Pharmaceutical Industry Activities

Materials developed in collaboration with:

Pharmaceutical Security Institute

The Partnership for SAFEMEDICINES
About the IFPMA

• IFPMA: International Federation of Pharmaceutical Manufacturers & Associations, based in Geneva.
• Non-Profit, Non-Governmental Organisation in relations with WHO and other international agencies.
• Represents pharmaceutical industry associations & companies from developed & developing countries.
• IFPMA member companies are research-based pharmaceutical, biotech and vaccine companies, often having generic and self-medication medicines.
Anti-counterfeiting is one of the Top Ten Priorities of the IFPMA

- The IFPMA has been an active partner of the WHO in anti-counterfeiting activities since the 1980’s.
- Support provided to IMPACT’s technical groups through IFPMA members’ expertise in legislation, technology, regulation, enforcement and communications.
- Advocacy and communication events for Geneva delegates.
- Advocacy and communications in industry’s international/regional events.
- Support to IFPMA members’ anti-counterfeiting communications activities.
The Pharmaceutical Security Institute (PSI)

- PSI collects, analyzes and disseminates information concerning counterfeiting incidents. **The only global source.**
  - Begun by company security directors in 1992, it began rigorous collection of data in 2002 after a major reorganization.
  - Central point of contact for multi-national enforcement efforts
  - Provides strategic reporting and regional reporting through the Counterfeit Incident System
    - Maintains supporting files regarding illegal diversion and theft of medicines.
- PSI conducts briefings and training for drug regulators, law enforcement and customs authorities around the world.
Some examples of awareness campaigns by IFPMA Member Associations
Our members are engaged in positive dialog with Governments and other key partners regarding counterfeit medicines.

Some examples from a recent IFPMA member survey:

- In **Hong Kong**, HKAPI provides direct counseling to patients for checking suspected products via a partnership with pharmacists.
- In **France**, LEEM led the signature of an “Internet Charter” between its member companies and local e-commerce platforms, under the auspices of the Ministry of Economy. The aim is to help detect and stop offers for sale of medicines over the internet.
- In **Europe**, EFPIA successfully conducted a pilot of a product verification system at the point of dispense, showing that the proposed system can help reduce the risk of counterfeit medicines reaching patients via the legitimate supply chain.
• In Taiwan, IRPMA has put in place a “counterfeit drug data sharing platform” (website for their members) to help track suspect cases, and also has created a guideline for investigators.

• In Spain, FARMAINDUSTRIA held special sessions on counterfeit medicines in prestigious Universities.

• The Japanese Association, JPMA, provided capacity building and technology transfer to Cambodia’s National Laboratory for Drug Quality Control in order to address quality and counterfeiting issues.

• Associations in Ireland (IPHA), Portugal (APIFARMA), Switzerland (INTERPHARMA), EU (EFPIA) and Perú (ALAFARPE) run awareness campaigns for the public, either individually or in partnership.
The Partnership for Safe Medicines (PSM)

A public health group, with 60+ member organizations, including IFPMA, committed to the safety of prescription drugs and protecting consumers against counterfeit, substandard or otherwise unsafe medicines.

- **International Principles for Drug Safety**
  - Unify in the Fight Against Counterfeit Drugs
  - Secure and Protect the Supply Chain
  - Regulate Online Drug Sellers

- **Communiqués and Resources**
  - Daily Counterfeit News Summary / SafeMeds Alert System
  - Weekly Feature “In-depth” pieces
  - Monthly Newsletter for Members
• **Consumers:** “SAFE DRUG checklist” and “SAFE SAVINGS” brochures in 5 languages

• **Policymakers and Media:** “Counterfeit Drug Incident Encyclopedia” and “Principles for Drug Safety” to provide policy guidance

• **Healthcare Professionals:** “LEADERS guide for Pharmacists” and “Safely Sourcing Medication” handouts

  ✔ PSM Consumer handouts like SAFE DRUG are available in multiple languages

  ✔ Daily summary of counterfeit drug news distributed through the website, RSS, and on Twitter
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