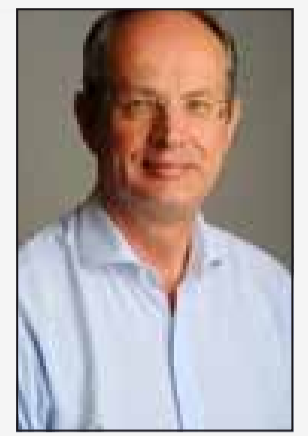


## Supply Chain expert joins EAASM

The EAASM is pleased to announce the appointment of Michael Isles as an Executive Director. Prior to joining the Alliance, he served sanofi-aventis as Supply Chain Director, which brought him into direct contact with the issues of parallel trade and counterfeit medicines.

Mike is a strong advocate for collaborative working groups across industry, pharmacy and distribution sectors, and joins the EAASM to help extend our outreach to new and existing funding and patient organisation members. He has worked in pharma for more than 30 years. In addition, Mike has held a keen interest in the not-for-profit sector for some time and currently also works for International Health Partners (IHP) on a voluntary basis. IHP is a charity that is very active in sourcing donated medicines from pharmaceutical companies; these medicines are then efficiently distributed to areas in the world where patients are most needy.



Mike Isles, EAASM  
Executive Director

“My new role at the EAASM is an exciting opportunity to make a big difference to patient safety, as well as raise public awareness of the EAASM’s highly productive work with patients groups, health professionals, non-governmental organisations, pharma and policy makers,” Mike commented.

## New projects gaining momentum

In line with our priorities for 2010 on raising awareness of the dangers of unregulated internet pharmacy, the EAASM is excited to report that close talks are ongoing with the MHRA and RPSGB regarding a very promising project.

The initiative essentially seeks to achieve the same end result as the VIPPS project recently implemented to protect consumers in the US, gaining similar engagement and advocacy from search engine providers, including Google.

More details will become available, further to a multi-stakeholder meeting on 18th March.

Separately, the EAASM is also nearing a one-to-one meeting with Rapporteur Marisa Matias (scheduled provisionally for March). Details regarding our live debrief will be provided to members in due course.

## New research & media

February saw the value of the counterfeit market estimated at a significant €10.5 billion with the release of a study, commissioned by Pfizer, across 14 European countries.

EAASM chair Jim Thomson was one of the first to comment on the findings: “Counterfeit medicine is costing the industry a huge amount of money – but it’s costing healthcare providers a lot more.”

On Thursday 11 March 2010 at 09:15, BBC One will screen the fake medicines programme – as part of its ‘Fake Britain’ series, hosted by Dom Littlewood – which it produced with the EAASM’s direct support and involvement.

The programme can also be watched online at: [www.bbc.co.uk/iplayer/search/?q=fake%20Britain](http://www.bbc.co.uk/iplayer/search/?q=fake%20Britain)

This is a key achievement for the EAASM in raising awareness of the risks and scope of medicine counterfeiting responsibly to consumers.

Jim was also quoted by *The Times* in a late January article on counterfeit diet pills. His message, which reached out to almost two million readers, shone the spotlight on the dangers of sourcing prescription medicines online.

He was quoted: “The internet is host to a growing number of businesses that operate illegally but have a semblance of respectability and legality. These online pharmacies often sell substandard or counterfeit medicines to anyone willing to pay for them, whether or not they have a valid prescription.”

Story: [www.timesonline.co.uk/tol/money/article7008367.ece](http://www.timesonline.co.uk/tol/money/article7008367.ece)



## New consumer research

Research commissioned by EAASM funding member Aegate, and undertaken by ICM Research, has highlighted some consumer views on the risks of counterfeit medicines.

A few key findings are presented below, from the group’s survey of 5015 people aged 18-65 across France, Germany, Italy, Spain and the UK:

- ★ Before undertaking the research, 40% of consumers surveyed were unaware that drugs could be faked
- ★ When asked what they would do if they thought they had received a counterfeit medicine, approximately 20% said that they would “just throw it away” (unreported)
- ★ Less than 50% of respondents would contact the police, a pharmacist or doctor
- ★ The results revealed that 5% of those asked (12% in Germany) suspected they had received a fake drug.

## Meetings and events

The EAASM had a busy close to February, with attendance at both the Stockholm Network’s ‘Are your medicines safe?’ event as well as the 5th Global Forum on Pharmaceutical Anti-Counterfeiting.



Jim hosted a workshop on parallel trade at the Global Forum, further to his keynote speech on the cost impact of counterfeit medicines on healthcare system budgets.

The EAASM was also represented, alongside Peter Pitts – from the Center for Medicines in the Public Interest – and other key influencers, at the Stockholm Network event, discussing action to further secure the global medicines supply chain.

Last but not least, further to release of the MHRA’s *Consultation on Measures to Strengthen the Medicines Supply Chain and Reduce the Risk from Counterfeit Medicines*, the EAASM is summarising its analysis of the proposed recommendations.

The published report should be made available to members later in March.