

November 2009

Newsletter



Save the Date...

The EAASM will hold its 2009 AGM on **Tuesday 8 December** in London, to which all members are invited. Please confirm attendance via: dbrightmore@medicomgroup.com

EAASM membership grows, while new media initiatives boost profile

The EAASM is proud to welcome three organisations newly into the Alliance: the Thalassaemia International Federation (TIF) and the Healthcare Compliance Packaging Council (HCPC) as members, as well as NanoGuardian as a sponsor.

TIF is a patient-driven group founded in 1986 and has enjoyed official working relations with the World Health Organization (WHO) since 1996. It is an umbrella organisation **involving 98 national thalassaemia associations** and other members from over 60 countries.

The HCPC is a not-for-profit trade association established in 1990, promoting the many benefits of unit dose packaging, which can be designed with compliance-prompting features proven to help patients take their medications properly.

NanoGuardian provides a state-of-the-art, nanotechnology-based defence against pharmaceutical counterfeiting and illegal diversion.



Speaking engagements

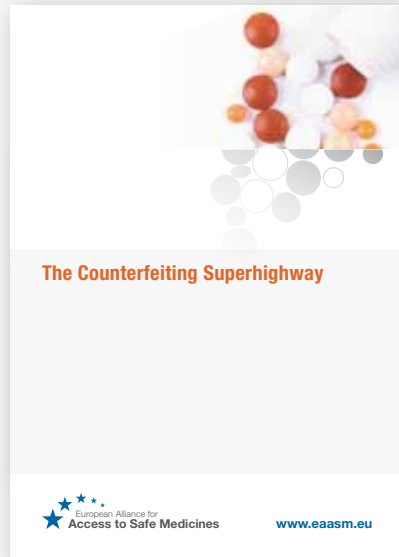
The EAASM's outreach to new and existing supporters has been in overdrive of late, with Chair Jim Thomson presenting at a wealth of conferences in the UK, Europe and North America.

Speaking engagements in London covered online drug sales and the dangers for patients avoiding the regulated healthcare system. In Brussels, while meeting current and prospective EAASM funders, Jim also took the opportunity to present Marisa Matias MEP, the newly-elected Pharmaceutical Rapporteur in European Parliament, with the EAASM's new *Packaging Patient Protection* recommendations report, to be published formally in November 2009.

Other key events include a Wellcome Trust conference, briefing the UK's top media medics on counterfeit medicines and presenting at the AGM of the European Federation of Neurological Associations, one in a growing number of EAASM patient group members.

Coming up are more topical meetings in the UK plus a plenary session presentation for the American Association of Scientific Pharmacists, in Los Angeles. Pharmacists are a vital link in the patient safety chain, and this is an excellent opportunity for Jim to speak on supply chain weaknesses and the downstream risks and costs of missed or delayed diagnosis.

EAASM stands the test of time



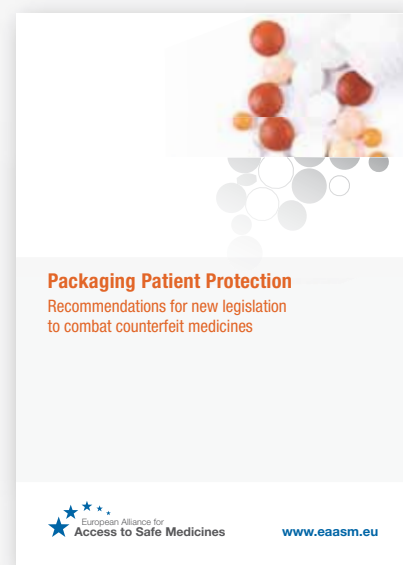
We have been reminded once again of the value and longevity of our targeted, in-depth reports such as the [‘Counterfeit Superhighway’](#) and the [‘Harper report’](#).

More than 12 months after publication, we are pleased to note that they continue to inform the counterfeit debate around the world, reaching countries such as [France](#), [Argentina](#) and the [USA](#).

New report: Packaging Patient Protection set for publication...

Adding to the success of the ‘Harper Report’ and ‘Counterfeiting Superhighway’ reports, the EAASM is set to publish its new report imminently. Aimed at European policy-makers, *Packaging Patient Protection* is a set of clear recommendations for new legislation to protect patients from the risks of counterfeit medicines.

The EAASM will drive awareness of the report with targeted European media.



Media projects striding ahead...



The EAASM has also been working directly with producers for the BBC, co-developing two separate programmes on counterfeit medicines. *Fake Britain* will air on BBC Daytime in March 2010, while an additional 40-minute special report will be broadcast online by BBC World also in Spring next year.

Our direct involvement was covered in the September issue of *Pharmaceutical Marketing* magazine, while the latest issue (Nov-Dec 2009) of international sister title *Pharma Marketing Europe* will carry a [high-profile opinion piece](#) compiled by Jim and the Alliance.

This focuses on current legislative moves to strengthen patient safety in Europe, reflecting key content from *Packaging Patient Protection* and giving an excellent account of the EAASM's chief achievements in patient safety to date.

Furthermore, as the *Communiqué* publication expands into Europe for the first time, the EAASM is set to benefit from targeted positioning in front of international companies through its contribution of a key case study. As with *PM* and *PM EU* titles, *Communiqué* will be distributed directly to a sizeable number of potential new EAASM funders and supporters around Europe.

Our collective achievements in raising the profile of counterfeit medicines and campaigning for actionable measures to protect patients in Europe will be showcased in this, the very first international issue.

Still the best place for counterfeits news...

[The EAASM website](#) is still the best place to read counterfeit news from around the world. Recent stories include:

- India releases Counterfeit Drugs report, poor quality drugs still a problem
- European Parliament targets online fake medicines
- EU urged to take 'urgent' action to combat fake drugs

To submit news or alert the EAASM to counterfeit stories, please contact David Brightmore at dbrightmore@medicomgroup.com.

For details of how to become a member of the EAASM, [please see the EAASM website](#).