

October 2014

# Newsletter



## New Chair for the EAASM

On behalf of the EAASM Board and Community, it was a pleasure to announce the appointment of Cathalijne van Doorne as the new EAASM Chair. We would like at the same time, to take the opportunity to thank Jim Thomson, the out-going Chair for his massive contribution to this role.



Jim was instrumental in setting up the EAASM in 2007 and has ensured the organisation has gone from strength to strength. Of particular note was Jim's unstinting efforts to campaign and influence the advent of Falsified Medicines Directive which

can be regarded as one of the most important landmarks in the history of the pharmaceutical supply chain. Jim will remain as a vital Board member.



**Cathalijne van Doorne**

Cathalijne, whose educational background is medical biology, is very involved in the field of ataxia and patient care, having had direct experience due to a family member having cerebellar ataxia. Cathalijne

is currently a board member of four organisations: euro-Ataxia ([www.euro-ataxia.eu](http://www.euro-ataxia.eu)), the Dutch Brain Council ([www.dutchbraincouncil.nl](http://www.dutchbraincouncil.nl)), The European Federation of Neurological Associations ([www.efna.net](http://www.efna.net)) and the European Alliance for Access to Safe Medicines ([www.eaasm.eu](http://www.eaasm.eu)). In addition, Cathalijne is also a steering committee member of the Alliance for Safe Online Pharmacy in the EU ([www.asop.eu](http://www.asop.eu)).

Cathalijne's main role in EFNA, as vice president, is to represent the patient's voice as well as being a champion on all aspects of patient safety. Talking to us about her

new role she said "When I first joined the EAASM I was very impressed with the good work that the organisation undertakes in the areas of counterfeit medicines and safe medical practices. At the same time I was shocked to learn about the many patient safety issues relating to illegal online pharmacies. The advent of the [Falsified Medicines Directive \(FMD\)](#) coupled with the introduction of the common logo and National Association of Boards of Pharmacy (NABP) .pharmacy initiatives gives the EAASM, patient groups and other active organisations, such as ASOP and CSIP the unique opportunity to inform patients and consumers alike about this dangerous threat. I look forward in my capacity as Chair to champion this approach"

## EAASM Strategic Plans 2014-15

The EAASM Board met in July 2014 and top of the agenda was a planning session to ensure that the focus on key patient safety topics should be maintained.

A draft strategic plan is now written and comprises the following areas of activity. If any member or reader would like to further information on any of these topics then please contact Mike Isles ([mike.isles@eaasm.eu](mailto:mike.isles@eaasm.eu))

### **Project 1 A European consumer awareness campaign to develop public vigilance on the danger of counterfeit medicines online.**

The advent of the Common Logo (part of the FMD) and the NABP initiative to buy the global top level domain name .pharmacy provides a great opportunity for more education to consumers and patients alike. Highlighting this need was [a recent survey commissioned by Sanofi](#) in over 5000 people in France, Germany, Italy, Spain and UK.

This revealed that a majority (66%) have heard of drug counterfeiting, but respondents have little information on the issue. 77% say they have not been adequately informed or are ignorant on the subject. Importantly only 20% of Europeans associate counterfeiting with medicines. The key elements of the FMD, such as the requirement for each pack to be uniquely identifiable with a secure tamper evident seal combined with the meaning of the Common Logo and .pharmacy will need to be communicated to the European population. The EAASM will campaign for this to happen in concrete and meaningful ways by a series of actions with all important and influential stakeholders.

**Project 2 Educational websites - Pharmacy Facade Italy.** This follows on from the successful “Counterfeiting the Counterfeiter” campaign which ran in Germany and that attracted over 182,000 unique visitors in a 9 week period. Importantly, this new educational website will offer visitors the opportunity to answer a short questionnaire aimed at revealing useful information about the behaviour and motivations of internet buyers of medicines. The vision is to extend this educational approach to other European countries. Pharmacy Facade is scheduled to start in Q4 2014. With an educational grant from Google and the backing of a number of commercial funders combined with the endorsement of the Italian Medicines Agency AIFA, it promises to be a long term impactful educational project that can contribute greatly to the overall public awareness of this important health topic.

**Project 4 Raising the profile of health issues with new Parliamentarians** to facilitate an exchange of views on patient safety and future health priorities. The format will be via roundtable discussions. The participants



would include interested MEPs, representatives from the industry, healthcare professionals, and patient and consumer groups. The themes of the events will potentially be:

- 1) Patient safety and counterfeited/falsified medicines
- 2) Patient safety and off-label use of medicines, Re-use of single-use medical devices:
- 3) Healthcare-associated infections: are all EU patients equally protected?



## ASOP EU Spreads its Wings

On 5th February 2014 ASOP EU ceased to be a project of the EAASM and became a separate legal entity registered as a not for profit Community Interest Company. This puts ASOP EU on a more formal footing with three categories of participation: Members who fund financially and are likely to be commercial organisations, Special Members such as patient groups, trade associations who agree to contribute in kind by giving their time and advice on work streams and Observers who endorse and support the aims of ASOP EU. Its sister organisation ASOP based in Washington DC and which has global reach and ASOP EU have recently signed a memorandum of understanding to enable more efficient cooperation. These two organisations have, over the months of August and September, embarked on “Listening” feedback sessions to ensure that their members and observers have the opportunity to voice their views on what activities best suit the overall objectives. ASOP has its annual strategy meeting where it outlines its future plans and with a focus on 2015 deliverables. This takes place in Washington DC on October 28th and the ASOP EU plans will also be presented. If you would like to attend this meeting then please contact Libby Baney. [libby.baney@safeonlinex.com](mailto:libby.baney@safeonlinex.com)

## NABP .pharmacy Update

The organisation which controls the internet - [Internet Corporation of Assigned Names and Numbers \(ICANN\)](#) has invited applications for a raft of new domain suffixes (the part of a website’s address that follows the dot). The US-based National Association of Boards of Pharmacy (NABP) has bought the suffix .pharmacy and is making good progress on the preparation for the introduction of the .pharmacy Global Top Level Domain name. The EAASM is a permanent .pharmacy Supporter Advisory Committee member and recently participated in a two day meeting via teleconference. Since then it has been announced that the first registration phase for .pharmacy domain names will begin in November 2014.

This date marks the start of the Sunrise Period – a preliminary, limited registration period for those trademark holders who have entered their trademarks into the Internet Corporation for Assigned Names and Numbers Trademark Clearinghouse. During this period, trademark holders may apply to NABP for approval to



register their trademark name as a .pharmacy domain. Applications from other pharmacies seeking to register a .pharmacy domain name will be accepted beginning in early 2015.

[Click here for press release issued by NABP.](#)

## Spreading the Word...

EAASM has been involved in a number of important events that has raised the awareness of falsified medicines amongst influential groups. At the European Federation of Pharmaceutical Industries and Associations (EFPIA) Health & Growth meeting Lyon 4-6 June 2014 Mike Isles Executive Director EAASM addressed the issues of the rising crime



*Mike Isles at the EFPIA Health & Growth meeting*

of illegal online rogue medicine sellers and presented recent consumer research that revealed the public needed to be better informed. Mike also highlighted the need for greater collaboration between all stakeholder groups. The activities of the EAASM, ASOP, CSIP, ASOP EU will certainly help this but it will require global, regional and local initiatives to raise the level of awareness to an effective level.

Your contacts at the EAASM:

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**Mike Isles, Executive Director** [mike.isles@eaasm.eu](mailto:mike.isles@eaasm.eu)

On July 17, 2014 in Brussels, ASOP, ASOP EU and CSIP hosted a seminar entitled Engaging Global Leaders: Protecting Patients from Falsified Medicines Online. Officials from the European Commission, the United States government, as well as key stakeholders from the US and EU healthcare and Internet commerce communities, patient groups, and other non-government organisations were in attendance. The outputs were very meaningful and involved greater law enforcement, collaboration and increased public awareness.

[The outputs can be sourced here.](#)

Mike Isles chaired the key note session Challenges and Opportunities at the **Pharma Anti-counterfeiting 2014 conference** in London on 23-24 September. He presented in Berlin on 25 September at the **13th Annual Pharmaceutical and Medical Device Packaging and Labelling conference** and at the **Italian Medicines Agency FakeShare conference** 10 October, Rome.. Future engagements include the **2nd Annual Clinical Trials Supply Chain conference** 29-30 October, Berlin. **The Knowledge and Awareness Building Conference - Infringements of Intellectual Property Rights on the Internet, OHIM** 5-7 November, Alicante. **Pharma Packaging ("Pharmaverpackung") at the congress pharmaKON**, 12-13 November, Vienna. **Europe v U.S. Food, Drug, Device & Tobacco Regulation & Policy: Emerging Issues and Comparative Analysis** 14 November Brussels. **Parallel Trade Conference** on 9-10 February 2015. London.

## Fight the Fakes off to a Flying Start...

Launched in June of this year Fight the Fakes is a global campaign that aims to raise awareness about the dangers of fake medicines. It already has a growing membership and significant voice by the global public at large. [Please play your part by discovering more here.](#)



[www.eaasm.eu](http://www.eaasm.eu)