ACE THE CASE

Counterfeit Drugs: An Enduring Challenge for India?

Team: Paper Bag

Sukraat Dang | Vishal Nhalani

Objectives

Reduce the presence of counterfeit meds

Integrate Pharmacies and Drug Controlling bodies

Establish Databases and easy access to them

Explore Preventive Methods

Suggest Structural Changes

Market – Changes made

Packaging Changes

QR code to be on back of every tablet
Alternatively, on 60% of the back

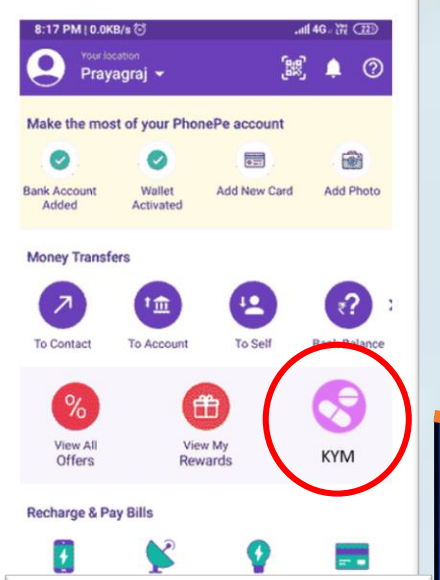
QR provides details related to batch, salt, manufacturing details, stamp of authenticity

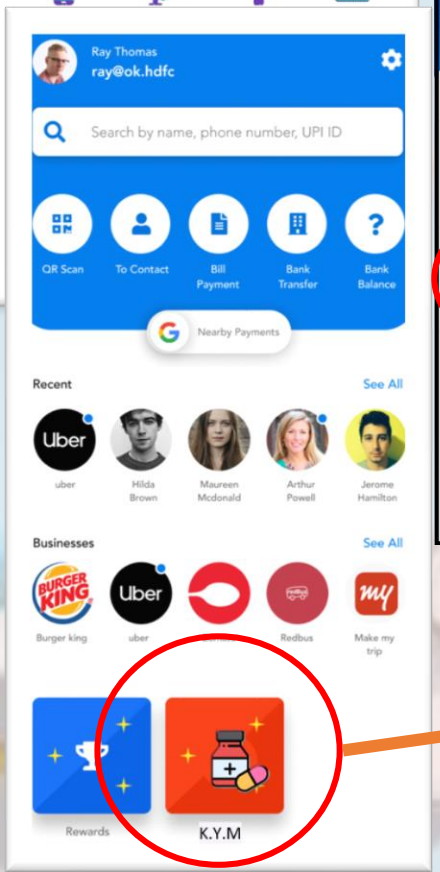
Written legal boundations to be sufficed in between spaces –Name – Expiry etc

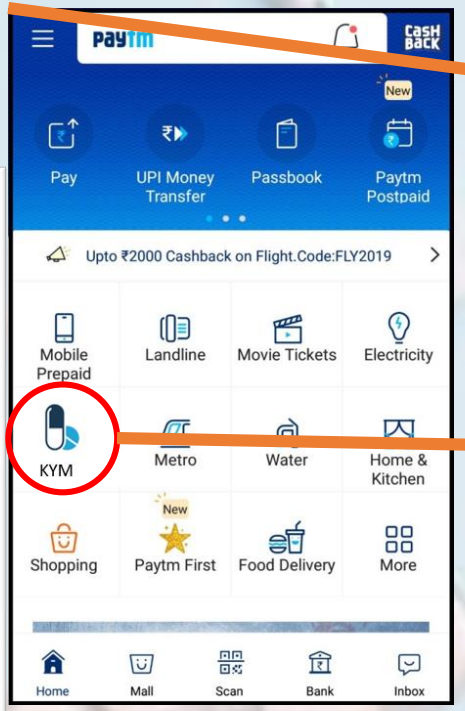
- A QR code is present on the back of the medicine pack. But as tablets are also sold in loose, therefore people are not able to use it for information.
- QR code at the back of every tablet will enable every customer to scan and check every detail related to that batch of medicine including content, usage, authenticity, expiry, etc.
- The legal boundation details will be mentioned in the area between 2 QR codes

Payment App Integration

PhonePe : 218 million users







PayTm: 250 million users

Google Pay : 67 million users

KYM or Know your medicine icon to be featured on most used payment apps

Enables the user to scan and get batch , salt , manufacturer details

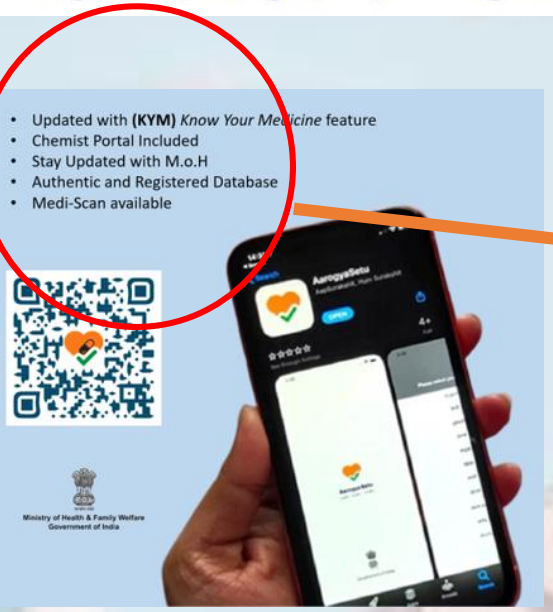
This approach is to grab more eyes as users wont have to download a different app altogether

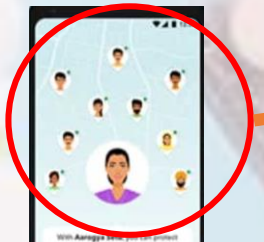
- During COVID, the payment apps have witnessed a huge jump in users.
- Leveraging this would be wise instead of launching another app.
- KYM- Much like KYC is a simpler way to find out about the medicines available, and authenticating them with the earlier mentioned database.

Aarogya Setu Proposal

Aarogya Setu

मैं सुरक्षित | हम सुरक्षित | भारत सुरक्षित





Update in the existing app, with the med-database and pill in the main logo

User profiling as well as Chemist Portal can be accessed through this app

As the Govt has already spent a lot on promoting and force-downloading this app, developing and promoting a new one seems futile

- During COVID, the payment apps have witnessed a huge jump in users.
- Leveraging this would be wise instead of launching another app.
- KYM- Much like KYC is a simpler way to find out about the medicines available, and authenticating them with the earlier mentioned database.

Tech Support to Pharmacies

Scanner to be connected to cloud database regulated by Ministry of Health

To be available at all registered pharmacies

Convenient and Affordable

- A scanner will be provided to the pharmacies, to scan the medicine before selling it to the customer so as provide them with original drugs only.
- This scanner will be a small, convenient, wireless scanner and it will be provided at a affordable rates to the pharmacies.
- Its distribution will be controlled only by Mo.Hso that the device is provided to registered pharmacists only.

Role of Hospitals and Nurses

Administration to be stricter

Hospitals to not have multiple Pharmacies in the campus

Verification before Administration of Drugs

- Hospitals will be asked to have just one pharmacy in its premises to reduce the chance of buying counterfeit drug from other pharmacy.
- Nurses will be also be given a small scanner to verify every medicine before administering it to the patient.
- Training module in relation to detection of counterfeit drugs will be added, so that every nurse can learn this crucial skill as the base of their course.

Structural Changes

INDIAN PHARMACIST ASSOCIATION
IPA

Surprise check at stores for at least 3-5 years

Increase in Import Restrictions and related punishments

Compulsary registration Under IPA

- Drug Inspectors and Mo.H officials to randomly raid and inspect pharmacies
- Import charges to be increased
- Punishment for circulating and holding counterfeit drugs to be made worse
- Compulsory registration with Indian Pharmacist Association for regulation

Marketing

Use of SHOTGUN APPROACH call to masses

Benefit of using prevalent, pre-installed apps

Ads on Newspaper, Radio and TV. (Ideally Sponsored by big Pharma Brands)

- Nationwide advertisement of the new features on apps, database to be done
- Advantage of preinstalled apps to be leveraged
- These apps, should ideally promote the new integration too
- Mass Media like TV, sport events, Front Page Adverts, Govt. Social Media Pages, Twitter accounts and Mo.H to push the app further.

THANK YOU

We're open for Questions and Comments

Sukraat Dang | Vishal Nhalani