

# The Threat of Counterfeit Medicine

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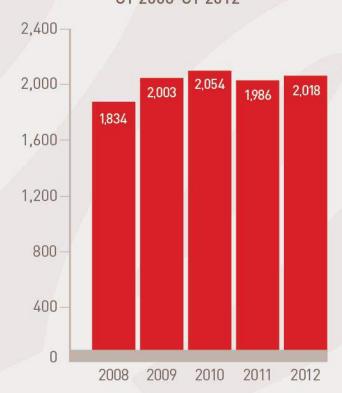
Eli Lilly and Company

# Counterfeit medicines: a growing problem

Global counterfeit drugs generate an estimated \$75-200 billion in annual sales.<sup>1,2</sup>

Counterfeit medicines have been found in all therapeutic areas in every region of the world.

### Reported Cases of Seized Medicines CY 2008-CY 2012



SOURCE: THE PHARMACEUTICAL SECURITY INSTITUTE (PSI)



<sup>1</sup> THE CENTER FOR MEDICINES IN THE PUBLIC INTEREST

WORLD ECONOMIC FORUM. GLOBAL RISKS 2011. SIXTH EDITION. AN INITIATIVE OF THE RISK RESPONSE NETWORK, JANUARY 2011.

## The Lilly anti-counterfeit strategy

- Secure and enhance the integrity of Lilly products through the legitimate supply channel.
- Deter major counterfeiters of Lilly products through legal actions, investigations and use of technologies.
- Partner with Government and Non-Government Organizations and Trade Associations to elevate the issue of counterfeiting and raise awareness about the threat to patient safety.



### Counterfeit Lilly products are found worldwide















# Major seizures of Lilly brand counterfeits



- 2. 201,000 counterfeit Evista® tablets (Turkey)
- 3. 155,000 counterfeit Cialis® tablets (France)
- 4. 800,000 Cialis® tablets (Paraguay)

- 6. Counterfeit Cialis® (Japan and UK)
- 7. Counterfeit Zyprexa® (UK)



# Rogue online "pharmacies" worldwide

- There are approximately 35,000 active online drug sellers worldwide at any one time.<sup>1</sup>
- The largest illegal online drug sellers can make between \$1 million and \$2.5 million in sales each month.<sup>2</sup>
- Nearly 200 enforcement agencies across 111 countries have taken part in Operation Pangea VII targeting illicit online pharmacies. 237 arrests were made worldwide and nearly \$36 million in dangerous drugs were seized.<sup>3</sup>
- 50% of prescription medicines sold online by sites hiding their physical address are counterfeit.<sup>4</sup>



<sup>1</sup> LEGITSCRIPT; 2 MIT'S TECHNOLOGY REVIEW; 3 INTERPOL; 4 WORLD HEALTH ORGANIZATION

# Rogue pharmacies in plain sight



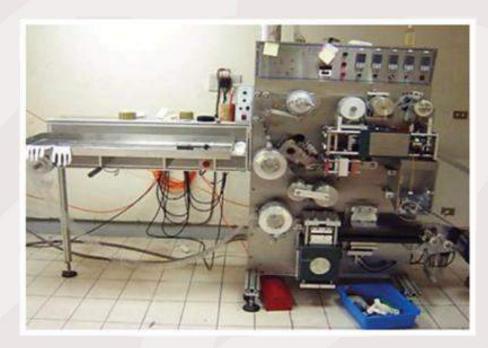




# Crudely made. Nicely packaged.



COUNTERFEIT LAB



**COUNTERFEIT PRINTING** 



# Lilly supports law enforcement efforts

Lilly has assisted law enforcement agencies globally with criminal investigations, training, and awareness about counterfeit medicines in an effort to stop counterfeiters. Examples include:

- INTERPOL, EUROPOL, and the World Customs Organization
- Customs authorities in Mexico and globally
- Regulatory and law enforcement agencies, including COFEPRIS and the U.S. Food and Drug Administration
- U.S. Intellectual Property Enforcement Coordinator (IPEC) and the Instituto Mexciano de la Propiedad Industrial (IMPI)



### Examples of partnerships around the world



The programme will include training, capacity buttering and sargete awareness of the issue, as well as to disrupt and dismantle the organized crise types of pharmaceutical crimes such as doublerfeeting. Blot sales or illicit diversi.

12 March 2013



#### Project HOPE Overview

Project HOPE (Health Opportunities for People Everywhere) is dedicated to providing lasting solutions to health problems and improving the quality of life of the world's most vulnerable populations, especially women and children. Over the past five decades, Project HOPE has developed and instituted long-term solutions to pressing health problems in 123 countries. Our work includes building capacity of health professionals and community health workers, improving health facilities and establishing management systems to provide high quality maternal, neonatal, child and reproductive health and family planning services as well as fighting diseases such as TB, HIV/AIDS, malaria and diabetes. Our humanitarian assistance through donated medical supplies and volunteer medical services help save thousands of lives during disasters. Currently, HOPE is working in 35 countries in Asia, Africa, Latin America, Europe and the United States. Our lasting relationship with the private sector has been a strong force in our global programming.

#### OUR APPROACH

Holping people help themselves is our approach to beath programs. We gut resources when they do most good, such as capsolly building, inhistructure development, building health systems, and creating projective clientale.

#### OUR EXPERTISE

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HEVAIDS.

HEPE programs build capacity within communities and health.

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Our programs baid the diagnostic and bratment clearly of heath, facilities and laboratories, and mobility communities for case detection, treatment and default tracing. Non-Comburacion Designer, (KCDL).

Project HERPS approach to non-communicable diseases is prevention through principling hoothly lifestyle, good esting habits, and timely care. Our disbets programs raise people's invarience and increase access to lepting and breathwart through provider training.

Cryburs and Volverable Children (OVC).

Our programs train transles and conspiens on parenting fields while also strengthening economic conditions through micro-crudid and economic barring. Disc opportunities are also created through employment limitage programs.

Training And Cleachy Building.
Project HOM, provides stating to health care provides at hospitals,
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and capacity building efforts broad on developing appropriate inconvides
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mountary restrictions for continued register and capacity building.

Supply Chain Rendopment (SCR).
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Scrindical Expirations (1895).

Our services enclude assessments of existing technology, recommendations for exponent file cycle insingapore, busing and capacity busings of health pre-previous, benealed expirations and sectionary, and developing specifications for liberary procedure.

Assists Affairs Journal.
Project HDE published a pre-reviewed journal entert targets health policy states and opinificantly entercore policyrelates, according to an armost care providers in the critical states, cooring deal at 2022, and health dates providers in the critical states, cooring deal at 2022, and the health Affairs Journal and continue to play a leading rate in health policy thought and records.

Humanitarian Associación.
Project POPE provides assistance to decipie affected by natural and man made Gasters through its volunteer and GRE-vised programs.





SPEAK UP ABOUT FAKE MEDICINES





# The way forward

