

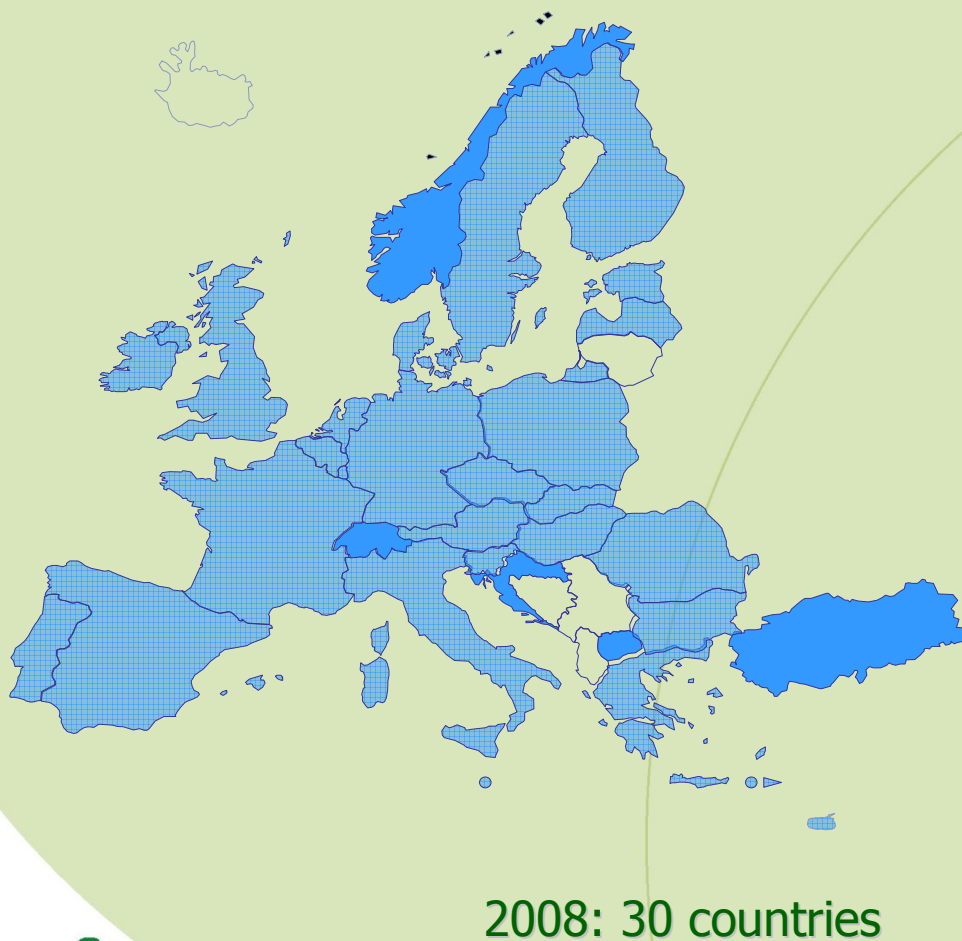
The Role of the Pharmacist in the Fight Against Counterfeiting

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PGEU Introduction

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Patient Safety is at the heart of our practice and professional mission



Targeting Adherence

Improving Patient Outcomes in Europe through Community Pharmacists' Intervention



Counterfeiting and the Pharmacist's Role (1)

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- Allowing counterfeiting to grow unchecked will lead to a catastrophic loss of confidence
- We should adopt a precautionary approach
- The Pharmacist is the last line of defence.
- We broadly support changes to pharmaceutical legislation proposed by the Commission



Counterfeiting and the Pharmacist's Role (2)

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- We need to ensure that the benefits to patients of the current distribution system are maintained.
- Mass serialisation with authentication at pharmacy level offers a way forward, but we need to ensure that issues such as control of data and pharmacy workflow are addressed.
- The cost burden must be realistic



The Internet Threat

- We cannot dis-invent the Internet, but we must not actively encourage internet distribution unless safety concerns are addressed.
- Member State's right to limit internet sales of prescription medicines must be respected.



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THANK YOU!

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