

2nd Annual SCM Pharma India 2011

Overcoming Counterfeiting
to
Protect the Quality and Integrity of Product

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Overcoming Counterfeiting

ISSUES

- Understanding Counterfeiting
- Developing Action Plans
- Implementing Action Plans

Overcoming Counterfeiting

Understanding Counterfeiting

- ❑ Medicines with Compromised Quality, Safety and Efficacy (QSE)
- ❑ Medicines with Wrong Identity
- ❑ Where and How They Originate?
- ❑ How They Infiltrate Supply Chain?

Overcoming Counterfeiting

Developing Action Plans for In House Control

- Procurement of Key Components of Product Identity
- QA and Financial Audit of Vendors
- Encouraging Employee Participation
- Alerts from the Field
- Monitoring and Responding to Field Alerts
- QA Response Time

Overcoming Counterfeiting

Developing Action Plans for Supply Chain Links

- Third-Party Manufacturer
- Transporter/Clearing Agent
- Distributor/Wholesaler/Retailer

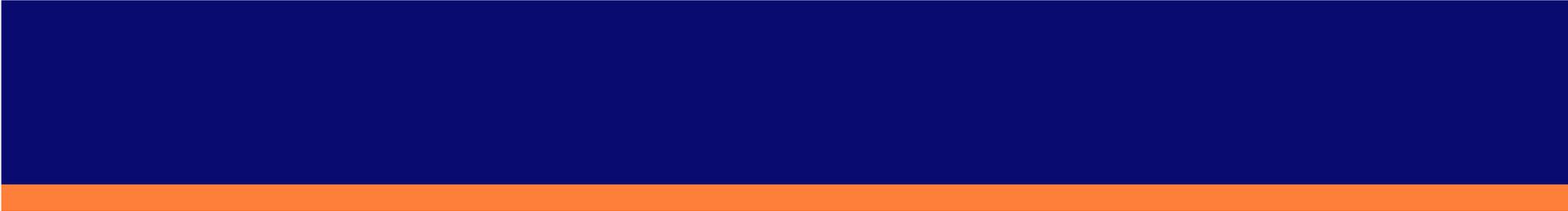
Track and Trace System Alone is Not Enough

Overcoming Counterfeiting

Implementing Action Plans

- Involvement of Top Management
- Allocation of Resources
- 3Ms – Monitoring, Measuring and Managing

Changing Organization Culture



THANK YOU

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