



The Global Language of Business

Gu Lihong

The Partnership For Safe Medicines (PSM)
China



The Global Language of Business

To Ensure Patients' Drug Safety

Ph.D Lihong Gu, Senior Consultant of PSM China
25th, Oct. 2016



Agenda



- About PSM;
- PSM Activities;
- PSM Foundation;
- Drug Safety Research;
- Key Learnings;
- Next Steps, Needed More Best practices Sharing

About PSM:

PSM China established in 2012 with more than 22 National Healthcare Associations



联盟成员单位



中国非处方药物协会



中国药学会



中国外商投资企业协会药品研制和开发行业委员会



中华医学会



中国化学制药工业协会



中国中药协会



中国医药商业协会



中国药师协会



中国医药企业管理协会

医药经济报



北京医药行业协会



中国医药新闻信息协会



中国医药包装协会



中国医药设备工程协会



中国医药生物技术协会



全国医药技术市场协会
药用辅料专业推广委员会



山东省医药行业协会



重庆医药行业协会



中华中医药学会



中國醫院協會
Chinese Hospital Association

全国医药健康产品信息标准化技术委员会

《中国医药生物技术》杂志

全国医药健康产品信息标准化技术委员会

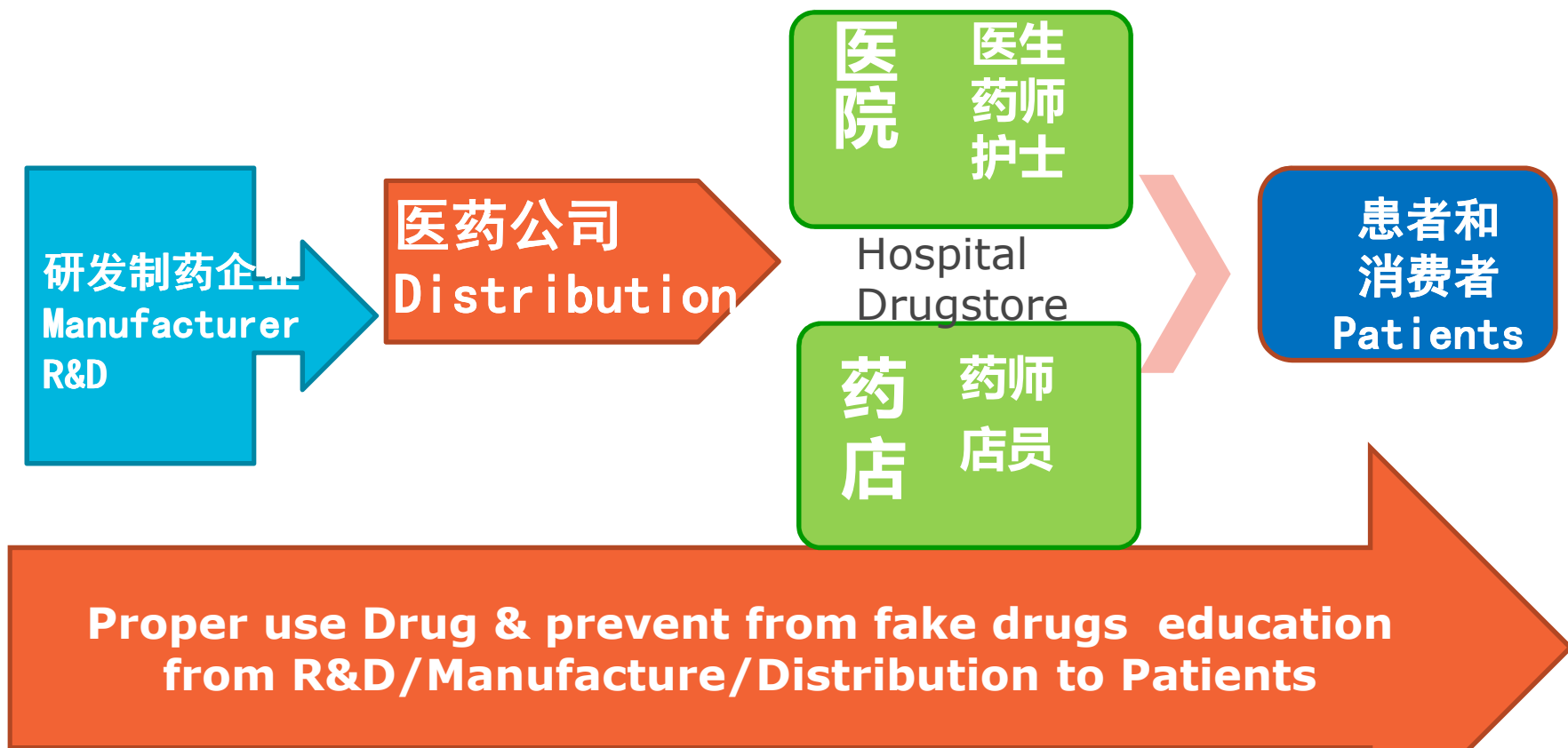
《中国医药生物技术》杂志





PSM- The whole supply chain for drugs

To ensure the patients drug safety



PSM Works Internationally



PSM USA



THE PARTNERSHIP FOR SAFEMEDICINES.org
WORKING TOGETHER TO PROTECT THE SAFETY OF YOUR PRESCRIPTION DRUGS.

Consumer Information | Healthcare Professionals | Policymakers and Media | PSM International | About Us

Safety Alert
FDA Warns of Criminals Extorting Online Drug Purchasers (Jan 7)

USAID Fights Fake Drugs and Helps Countries Find the Fakes
USAID raised the counterfeit drug alarm to Congress in a report including data on pervasive fake anti-malarials and the success of medicine quality control assistance to 20 nations. USAID is successfully fighting the impact of substandard medicines in developing countries through drug authenticity training and technical assistance.
"Unfortunately, many developing countries lack the capacity to protect their citizens in this way, much less to protect them from unscrupulous drug manufacturers and vendors. What should be a matter of trust is more like a tragic game of chance with devastating odds," said Dr. Maria A. Miralles, USAID's Senior Pharmaceutical Management Advisor.
To this end, USAID has also been supporting the development of a tool to enable regulatory authorities to evaluate their quality assurance systems in more than 20 nations, leading to recalls of substandard and counterfeit medicines and closure of illicit pharmacies.

Recent News
Internet Pharmacy Owner Pleads Guilty to Selling Fake Drugs in US Court (Jan 25)
Pakistani Pharmacy Allegedly Selling Fake Drugs (Jan 24)
Chinese Prioritizing Fake Drug Crackdown (Jan 21)
WHO Attempts to Avoid Drug Resistant Malaria Epidemic (Jan 21)
Vietnamese Fake Drug Ring Busted (Jan 20)
View our complete news archives since 2002

policy & law enforcement
Watson R. European Union prepares to tackle counterfeit drugs. BMJ. 2010;340:c2425. January 25, 2011
European legislators are preparing new measures to clamp down on the sale of counterfeit drugs and to warn the public of the dangers of buying unauthorised drugs on the internet. The European parliament's environment and public health committee has given.

antcounterfeit technology
Anti-Counterfeiting Tech On the Rise January 11, 2011
Anti-counterfeiting specialists believe that medicine counterfeiting will increase in 2011. Pharma IQ conducted a survey in October 2009 of 1000 medicine anti-counterfeiting experts. More than 60% stated that the threat of fake drugs will increase in 2011. Experts are concerned...

counterfeit news
Watson R. European Union prepares to tackle counterfeit drugs. BMJ. 2010;340:c2425. January 25, 2011
European legislators are preparing new measures to clamp down on the sale of counterfeit drugs and to warn the public of the dangers of buying unauthorised drugs on the internet. The European parliament's environment and public health committee has given.

press releases
Partnership for Safe Medicines Launches YouTube Channel December 16, 2010
The Partnership for Safe Medicines has launched a Safe Medicines YouTube Channel. The Safe Medicines Channel, 23 videos encompassing the entire Safe Medicines Interchange conference on October 8th, 2010, are available for those that missed the conference speakers.

PSM India



Partnership for SAFE MEDICINES INDIA
Toll Free Helpline 1800-11-4424

CALL ON +91 11 2624 1419
+91 11 2624 1420
+91 11 2624 1421

Latest News
Patient helpline number to be established by IPC and Dept. of Consumer Affairs
Hospitals probed in kidney racket

- Consumers
- Physicians/Providers
- Patients
- Pharmacist
- Industry
- Government
- Others
- Spurious Drugs

Username:
Password:

Log In
Create New Account
Request New Password

Click to read our latest News - Monthly Issue
PSM NEWZ
SUBSCRIBE

Cover Story
PSM India's fight against FAKE MEDICINES
Methodology for a Study on the Extent of Spurious Medicines in the South India
The partnership for SAFE MEDICINES INDIA

Founder of Consumer Online Foundation & PSM India Initiative, Shri. Rejon Misra, has been invited to appear before the Parliamentary Committee on the Draft DRUGS AND COSMETICS Amendment Bill 2013 on 22nd November.
THE DRUGS AND COSMETICS AMENDMENT BILL 2013 View details>>>
Suggestions/ Views /Comments by Founder, PSM India Initiative View Details>>>

Mr. Rejon Misra, awardee of World No Tobacco Day award 2013 by WHO

Anti-counterfeit drugs, PSM have to work with other countries since patients may buy fake drugs from website



PSM China website since 2014



PSM CHINA 药品安全合作联盟

WORKING TOGETHER TO PROTECT THE SAFETY OF YOUR PRESCRIPTION DRUGS.

English | 中文版

首页 药品安全知识 药品安全信息 药品安全动态 全球PSM 关于我们

药品安全合作联盟 (PSM CHINA)
关注用药安全 防范假冒伪劣药品

安全用药常识

- [基本常识] 冬病夏治三伏贴到底是什么 *New*
- [不良反应] 替仑萘多普片的不良反应及 *New*
- [正确使用] 抗癫痫药的合理应用 *New*
- [特殊人群] 有哪些是孕妇用药时应注意
- [基本常识] 出境旅游时 需要打疫苗吗?
- [正确使用] 怎样正确使用非处方药?
- [特殊人群] 哪些药物是婴幼儿禁用或慎
- [基本常识] 怎样理解“遵医嘱”?
- [特殊人群] 产后用药应注意些什么?
- [特殊人群] 为什么氯喹不适用于儿童
- [特殊人群] 生活中的不良习惯给小儿用

安全用药专题

小儿感冒发热 用药指导

儿童用药 注意事项

小儿咳嗽用药注意事项
小儿感冒发热用药指导
甲亢的及早发现与药物治疗
说说疼痛的那些事儿

视频速递

警惕网络售药陷阱
警惕网络售药陷阱
警惕网络售药陷阱

警惕网络售药陷阱
警惕网络售药陷阱
警惕网络售药陷阱

THE PARTNERSHIP FOR SAFEMEDICINES.org

WORKING TOGETHER TO PROTECT THE SAFETY OF YOUR PRESCRIPTION DRUGS.

SAFEMEDICINES Safety Alert
Ultra ZX LABOR, L.L.C. Issues Voluntary Nationwide Recall of Ultra ZX Since It Contains Undeclared Subutamine and Pseudoephedrine (Mar 11)

Consumer Information HealthCare Professionals Physicians and Media PSM International About Us

Doctors: Protect Your Patients, Your Practice And Yourself

Ordering, receiving and administering unapproved prescription drugs violates the Federal Food, Drug and Cosmetic Act. Doctors who bill government health programs for illegally imported drugs have been prosecuted under the Federal False Claims Act, paid millions in fines, lost licenses and been sentenced to prison.

Doctors can educate staff and patients to prevent non-FDA approved medications from damaging the health of their patients.

Share these resources with physicians, nurses and office staff:

- Clinical Oncology News article "Caution! Chemo: A special bio-act issued on drug fraud in the U.S."
- Learn about the ways counterfeiters and falsifiers in the PSM Leaders Guide (pdf)
- Learn how to work with your state's Board of Pharmacy to report drug importation
- Learn how billing insurance companies for imported drugs is a crime

Share these resources with your patients to keep them safe:

- How patients can protect themselves from counterfeit
- How patients can find reliable prescription medications
- How patients can avoid counterfeit prescription medication online
- "Don't buy drugs about online from Canada"
- "Save money safely on prescriptions from online pharmacies"
- "SAFE DRUGS" (also available in Spanish, Chinese, Tagalog, and Vietnamese)
- "SAFE SAVINGS"

Track & Trace legislation
President Obama signed into law on November 27, 2013, legislation to

Learn more about staying safe as a patient from our 26 patient safety tips. Download these patient tips and share them with your friends and colleagues.

Partnership for SAFE MEDICINES INDIA

CALL ON +91 11 2624 1419
+91 11 2624 1420
+91 11 2624 1421

Latest News

- Consumer
- Physicians/Providers
- Patients
- Pharmacist
- Industry
- Government
- Others
- Sponsors

Log in

Create New Account
Request New Password

Cover Story

PSM India's fight against FAKE MEDICINES

Member of Consumer Online Foundation & PSM India Initiative, Shri. Bejon Misra, has been invited to appear before the Parliamentary Committee on the Draft DRUGS AND COSMETICS Amendment Bill 2013 on 22nd November.

THE DRUGS AND COSMETICS AMENDMENT BILL 2013 View Details >>>

Suggestions / Views / Comments by Founder, PSM India Initiative View Details >>>

Mr. Bejon Misra, awardee of World No Tobacco Day award 2013 by WHO



The Global Language of Business

PSM WeChart using cell phones



PSM Activities: By Volunteers

Drug safety education to communiti





Publish the drug safety education books

- PSM volunteers wrote many education materials for drug safety to the communities



PSM Foundation:

PSM Foundation established in 2016



Mission of the PSM Foundation

- Foundation could have tax deductible;
- Collecting resources and gathering strengths, to promote medication safety.
- Work together to against the fake drugs

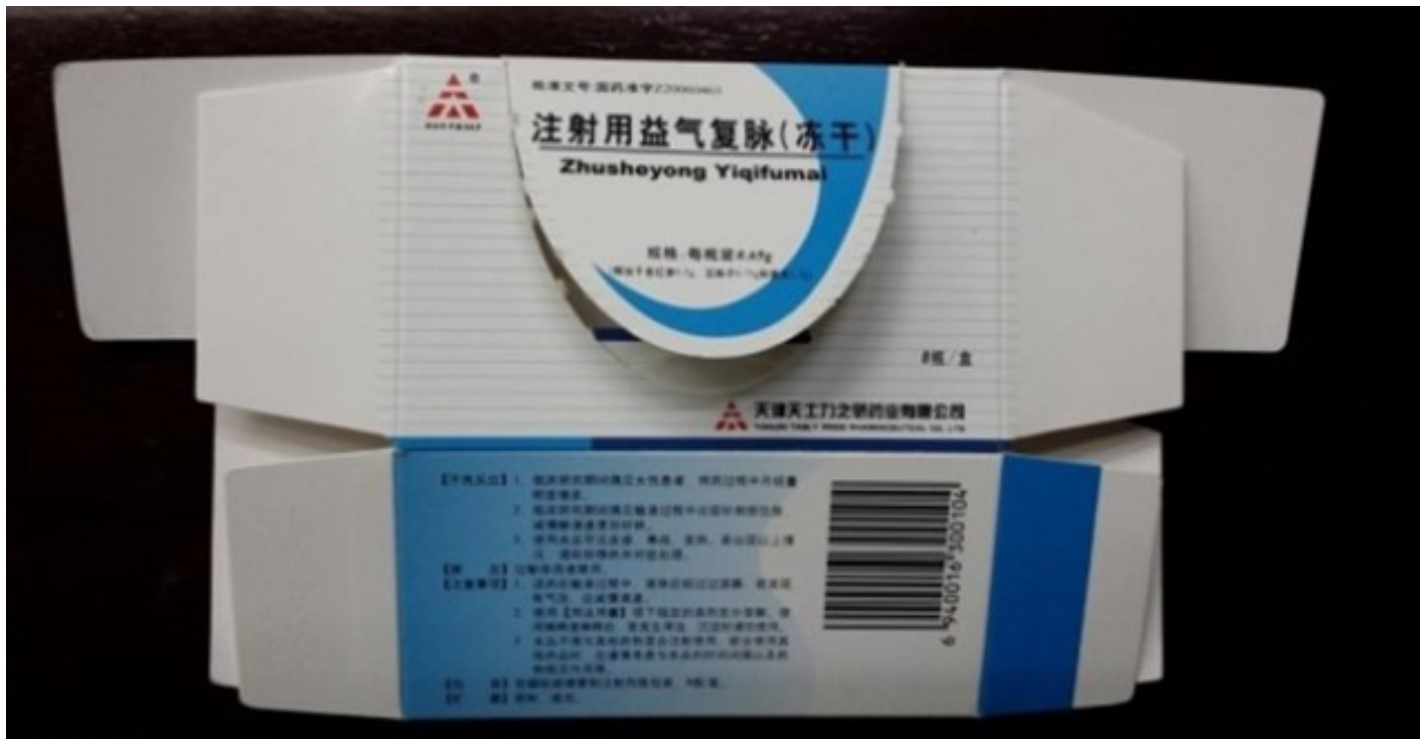


Scope of PSM Foundation



- Support medicine donation and medicine safety knowledge promotion
- Subsidize patients with severe injury because of adverse drug reaction
- Fund medicine safety education activities
- Fund to promote industry standards and advocate public policy research of medicine safety

PSM volunteers did research & promote one time damaged packaging



How to do tracking and trace?



- When CFDA suddenly stopped using Chinese E-Barco in 22nd, Feb. 2016, industry did not know what to do & how to do?
- PSM made decision to do the further investigation from the end users- hospitals and drugstores to see what were the reasons they did not use the E-barco and what should the industry do?

Many Drugs had GS1



显然药品的方案有不足之处
用 **GS1** 国际物流码做了补充



PSM is doing research for NDC vs. UDI



NDC vs. UDI

Close or Open ?!

		UDI	药监码
追溯范围	Tracing area	全球	中国大陆
体系	Standard system	国际标准体系	国内特定码制
责任主体	Liability	生产商	药监/生产商
适用产品	Product	医疗器械	药品
唯一性	Unique area	全球唯一	国内唯一
公开性	Publicity	全球开放市场化监督	未公开
物流自动识读	Auto acquire in log.	支持	不支持
人工识读	Human readable	支持	不支持
辅助信息	Additional functions	有	无



How to ensure patients drug safety by using E-Barco?



- E-Barco is great tool to ensure the drug safety. Chinese government & industry did great efforts;
- Chinese E-Barco used 10 years, it is time to upgrading & change;
- GLOBALIZATION requests Globalization-GS1
- Needed to do further research to implement per the reality. E.g. Mental drug, Narcosis, Vaccines, Rx, OTC? Timing?

Key Learnings:



- In order to do tracking & trace, the barco had to be started from manufacture to patients;
- Any points from the supply chain should NOT re-make barco which may make mistake and hurt the patients;
- To prevent from fake drugs, not only hospitals and drugstores, the public should be trained to scan the E-Barco

Next Step: Needed to learn more from other countries' best practices



- Patients focus
- Trackable & Traceable;
- International barco to reduce the risk to patients;
- Workable & Cost effective;
- Data safety management...



PSM CHINA
药品安全合作联盟

谢谢 Thanks!



*The Partnership For Safe Medicines China, **PSM***