

## Life is better with the Right Authentication Strategy

***Establish “authentication empowerment” with an end-to-end, customized program that instantly authenticates suspicious medicines, when and where it matters most.***

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If you doubt that the counterfeiting of pharmaceutical products is a monumental problem, take a look at these statistics: counterfeit pharmaceuticals are now a \$200 billion annual business, and about one million people die each year after taking counterfeit pharmaceuticals.<sup>1</sup> It's a big problem and isn't going away anytime soon. It's extremely profitable—that means it has attracted some pretty sharp individuals who can match your product packaging in a blink of an eye. So, if they haven't hit your company yet, chances are they will try real soon. Be prepared for when that happens.

Without an authentication solution in place, you'll find that the costs of resolving such an incident are unpredictable and unbudgeted. You won't have processes in place to deal with counterfeit products that weaken your supply chain and have unclear consequences for your distribution chain. And the various departments within your company will not know how to coordinate efforts to combat the counterfeiters. In a word, you'll have no checks and balances in place.

The good news is, you and your company don't have to live that way. If you find the right authentication partner, and together plan and implement an end-to-end, customized solution

### **Why not be reactive?**

Some pharmaceutical companies believe that their reactive approach to counterfeiting is adequate. But if you're trying to get by without a proactive authentication solution to prevent counterfeiting incidents, the consequences can be dire:

- Patient safety imperiled
- Drug recalls
- Production shut-downs
- Frozen supply chain
- Lost revenue

<sup>1</sup> *Fighting counterfeit pharmaceuticals: New defenses for an underestimated - and growing – menace*, Peter Behner, Dr. Marie-Lyn Hecht, Dr. Fabian Wahl, 2017

to deal with counterfeiting, it can be a productive relationship. Instead of reacting to incidents, you'll be proactive, with a wealth of tools already in place to take on the bad guys:

- ✓ Financial resources will already be allocated
- ✓ Authentication processes will instantly act on suspicious products
- ✓ Supply chain will be stronger
- ✓ Distribution chain more transparent
- ✓ Internal departments will be empowered to act in concert and get a handle on the problem

If you make the right move and choose the right authentication partner, then work together to develop and implement the right authentication solution for your company, here's what you can expect to see moving forward:

- ✓ **Improved analysis** of suspicious products and packaging
- ✓ **Rapid matching of samples** against your predetermined standard
- ✓ **More secure supply chain with process improvements/improved visibility** in upstream and downstream directions
- ✓ **Internal processes understood and monitored**
- ✓ **New sources of data** developed that fuel ongoing process improvements

## What life is like with an effective authentication solution in place

Here's what it's like when you move from a reactive mode into a proactive one. The authentication process is streamlined and instantaneous:

1. You get a call about a suspicious product in the field.
2. You deploy an investigator or deputize a local resource to investigate the possible counterfeit product.
3. The suspicious product is scanned with the authentication device you already have in place.
4. You make an on-the-spot decision, save the day, and become your company's authentication hero.



It's you—the person your company depends on to stop counterfeiting any way you can. And while you may not possess any actual superpowers, you can get the job done if you follow these guidelines:

1. Be proactive—have an authentication plan in place.
2. Stand up for your company and take on the bad guys whenever/wherever they surface.
3. Understand the stakes – patient safety always must be priority #1.
4. Understand the risks associated with each of your high-value products.
5. Take advantage of the newest anti-counterfeiting technologies.
6. Instantly identify the “real” from the “fake.”

## What's an authentication hero?

Don't let the pharmaceutical counterfeiters make your company their next victim. By acting instead of reacting, you can stay one step ahead of the bad guys. The best way to **act** is to implement an **end-to-end authentication solution that's customized to meet the unique demands of your organization**. Become your company's authentication hero today.





*Chad Crouch is Vice President at Authentix, a leading global authentication and information services company. Authentix assists its customers in many industries, including pharmaceuticals, by combating illicit trade and managing the integrity of their global supply chains. Using comprehensive end-to-end authentication solutions, Authentix safeguards industry leaders worldwide from counterfeiting, product theft, product diversion, and adulteration.*

To become your company's authentication hero, go to [www.authentix.com/hero](http://www.authentix.com/hero).

