



BLOG - Is it Worth the Risk?

As long as you know the risks and can bridge the gaps...

Whether you're a superhero or a pharmaceutical manufacturer, risk is unavoidable. It can't be ignored, but it can be managed. One of the biggest risks you face involves counterfeit medicines. They are a \$200 billion annual business—that means they are the largest segment of fraudulent goods sold worldwide every year.

One of the major reasons for counterfeit medicines is the complexity of the pharmaceutical supply chain, which can have multiple tiers of suppliers and several geographic destinations. That's why it is becoming increasingly important to ensure the integrity of your pharmaceutical supply chain to close the gap on counterfeit medicines.

It's true that effective, FDA-accepted technologies exist for both packaging and the pharmaceutical products themselves. But technology by itself is not enough. You also need a comprehensive risk assessment strategy to make the successful leap to prevention, early detection, and effective prosecution.

Proactively identifying which medicines are "at risk" of being counterfeited is the first step in understanding potential threats, and where the gaps are in your supply chain. First understand which of your high-value medicines are at risk, and then rank them according to their risk level. This will provide you the data needed to allocate the proper resources to eliminate those risks.

Authentix can help you manage counterfeit risks with our proven expertise and innovative solutions. We've helped our customers mitigate risks to maximize revenues and build a competitive advantage.

Take our Risk Assessment Survey ([link to authentix.com/risk](https://www.authentix.com/risk)) and find out which of your high-value drugs are at risk, and how we can help you protect them.

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