WiFi: CWAGNM  
No Password
Counterfeit Medicines
Threat to Patient Health and Safety

Lev Kubiak
Vice President & Deputy Chief Security Officer
Pfizer
July 2018
Protecting Patients from Counterfeit Pfizer Medicines

- Prevented 239M counterfeit doses from reaching patients
- 2017 49 countries seize 12M doses
- 95 Rx medicines in 113 countries
- 66 Rx in 62 legitimate supply chains
- Trained authorities from 156 countries
- 11,749 internet “pharmacies”
  - 96% not compliant
  - 89% no prescription required
- $1,000 investment = $500,000 profit
Counterfeit distributors leverage 4 distinct web platforms to promote sales offers to patients and sellers.

Platforms

1. Open Source
2. Social Media
3. Business to Business
4. Darknet

Availability on the Web

- Internet provides desired anonymity
- Open Source (e.g. OLPs) garners most traffic, but poses greatest risk to sellers
- Appeals b/c of prices, no Rx required
- Presently, SM primarily redirects traffic to established outlets
- B2B and Darknet caters to buyers seeking bulk transactions
Welcome to RxNorth.com, your safe, easy and affordable alternative for prescription medication.

My name is Andrew Strempier and I am the president and CEO of RxNorth.com. I am also a pharmacist, a profession I entered with the desire to help people maintain good health. When I discovered the high cost of prescription medication was preventing many consumers from successfully managing their health, I wanted to help. In 1999 I started RxNorth.com as the first Canadian-based direct mail pharmacy with the vision of bringing safe, affordable medication to the world.

Almost seven years later, RxNorth.com has filled over 1.5 million prescriptions and become one of North America’s most trusted direct mail pharmacies.
It’s part of the vernacular in America — an anti-anxiety drug used and abused by celebrities. Now counterfeit versions sold on the dark web are becoming the drug of choice among Britain’s anxious teens. Ben Bryant investigates

ILLUSTRATION BY ALVARO MATAS
Global Activity Summary

- **257** Samples Received
- **5** Authentic PFE Xanax
- **96%** Counterfeit

Pfizer has assisted in the seizure of over 3M counterfeit Xanax since 2017
Investigative Process

- Identify Dark Net vendors
- Conduct Test Purchase (Bitcoin/WU)
- Receive Package
- Collect Shipping Intelligence
- Complete Lab Analysis
- Produce Affidavits/Lab Reports
- Produce Cease and Desist Orders
- Testify
- Consult LE
- ID Target
- Background/SW
- Prosecution
- Forfeiture
Rapper Lil Peep Dies At 21 From Suspected Drug Overdose — Ex Bella Thorne & Other Celebs React

11/16/2017 9:50 AM ET | Filed under: Drugs • R.I.P. • Sad Sad • Twitter • Bella Thorne • Mental Health • Instagram • Viral: News

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PRIVILEGED AND CONFIDENTIAL
Opportunities to Collaborate?

• Increase State Government Awareness

• Additional Doctor/Patient Awareness/Outreach

• Collaboration/Training - State/Local Law Enforcement

• Talk to College bound students and parents of those!

• Other Recommendations?

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