



# NABP

National Association of Boards of Pharmacy

National Consumers League – Health Advisory Council  
June 27, 2018, Washington, DC

## **The Standard for Patient Protection Online: .Pharmacy Verified Websites Program**

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# What Is NABP?

- Founded in 1904, NABP is a nonprofit, international, impartial professional organization that supports its member boards of pharmacy in **protecting the public health**.
- NABP has been verifying US-based internet pharmacy sites since 1999.
- NABP acquired the “.pharmacy” domain in 2014 to create a **safe online environment** for internet pharmacy transactions and medication-related information and services.

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The online sale of unregulated and unsafe drugs is widely recognized as a **global public health threat**



# .Pharmacy Offers a **Solution**



# A Unique Top-Level Domain (TLD)



.com



.net



.org



.biz



.info



.pharmacy™



# .Pharmacy Launched to Protect Public Health

More than a TLD, the .pharmacy domain creates **a safe online space** where consumers can be sure the medicines, services, and information they obtain are **legitimate** and **trustworthy**.

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## Verification Ensures Website Legitimacy

- NABP pre-verifies that .pharmacy registrants are **appropriately credentialed** to dispense prescription drugs or provide related information and resources.
- NABP grants use of the .pharmacy domain only to entities that **adhere to pharmacy laws** in the jurisdictions where they are based and where their patients and customers reside.





# Applicants Assessed for Compliance with Standards

1. Licensure
2. Prior discipline
3. Location
4. Validity of prescription
5. Legal compliance
6. Privacy
7. Patient services
8. Website transparency
9. Domain name registration
10. Affiliated websites







## .Pharmacy Represents Evolution of Online Safety

- Distinct from verification sites and certification badges: the “seal of approval” is built into the web address and **cannot be faked**.
- **Easy** for consumers to spot a legitimate website: look to the right of the dot.





# Any Pharmacy Community Member May Apply

- Pharmacy (human or veterinary)
- Pharmacy benefit management company
- School or college of pharmacy
- Continuing pharmacy education provider
- Wholesale drug distributor
- Pharmaceutical manufacturer
- Resource or referral site
- Association or consumer advocacy site
- Medical professional
- Pharmacy automation distributor
- Board of pharmacy or regulatory agency

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## **More than half** of all brick-and-mortar pharmacy stores in the US service .pharmacy-verified websites

- **CVS Health** – 2<sup>nd</sup> largest pharmacy chain in the US
- **Rite Aid** – 3<sup>rd</sup> largest chain in the US
- **Express Scripts** – Largest pharmacy benefit manager in the US
- **H-E-B Pharmacy** – 20<sup>th</sup> largest retailer in the US (2014)
- **PetMeds** – 2.6 million customers in 2013 and 2014
- **Diplomat Specialty Pharmacy** – Largest independent specialty pharmacy in US
- **Merck** – 5<sup>th</sup> largest pharmaceutical manufacturer (based on revenue) (2014)
- **Astellas** – 18<sup>th</sup> largest pharmaceutical manufacturer (2014)
- **Avella Pharmacy** – national specialty pharmacy serving patients in all 50 states
- **London Drugs** (Canada) – 75+ pharmacies in Canada
- **Superdrug** (United Kingdom) – 800+ stores with 200 pharmacies in the UK



# Policy Partners Look to .Pharmacy to Mitigate Risk

**Paid search:**



**Card Associations:**



**Social media:**



**Resource site:**



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## Vision for the Future of .Pharmacy

- Ultimately, NABP aims to see widespread usage of the .pharmacy domain across the industry, as **a sign of credibility and security** for consumers.
- Pharmacies and related entities will recognize the .pharmacy domain name as **a way to stand out** against the overwhelming number of fraudulent websites selling medicine illegally, endangering public health.
- In the end, .pharmacy contributes to a **safer internet.**



# Fentanyl Council Created by NADDI, PSM, and NABP

- The Fentanyl Council is a joint project of the National Association of Drug Diversion Investigators (NADDI), the Partnership for Safe Medicines (PSM), and NABP, created to raise awareness of **illicit fentanyl's danger** to Americans.
- In 2018, the Council is working on:
  - A guide to help local law enforcement agencies develop policies to protect their officers from fentanyl exposure
  - A white paper about the regulation of the pill presses that make the production of fentanyl-laced counterfeits possible

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For application information: *[nabp.pharmacy/safe](http://nabp.pharmacy/safe)*

For consumer safety information: *[www.safe.pharmacy](http://www.safe.pharmacy)*

Contact us at [info@safe.pharmacy](mailto:info@safe.pharmacy)

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