

The separate database model of securPharm and its' benefits

Dr. Eckart Bauer

- » 20,441 community pharmacies
(16,269 main + 4,172 affiliated; 12/2014)
 - › average: 4,000 inhabitants/pharmacy
 - › approx. 152,750 persons working in community pharmacies, incl. 49,821 pharmacists
- » Only pharmacists allowed to own community pharmacies
- » Every pharmacist allowed to own one pharmacy and up to 3 branches (since 2004)
- » 398 hospital pharmacies

- » Association of associations
- » 34 members – representing all German pharmacists on national and international level
 - › 17 State Chambers of Pharmacists
 - All German pharmacists are members of their State Chamber
 - Professional issues, training, (continuous) education, quality
 - › 17 State Pharmacists Associations
 - Voluntary membership by owners of community pharmacies
 - Economic and financial aspects, contracts with insurers

- » Ownership only by pharmacists + interdiction of chains + freedom of settlement
 - › stresses personal responsibility
 - › supports strict orientation towards the needs of patients
 - › guarantees independence from primarily commercial interests
- » Independence as centerpiece of self-conception and fundament for further advancement of the health-profession

- » Legalization of mail-order pharmacies in 2004
& Other deregulation with a mercantile tendency
- » Trade with neighboring countries increased
- » Market for pharmaceuticals became more complex
- » Next to nil counterfeit drugs in the legal supply chain – but a perception of an increasing risk

- » Safety of drugs supplied in pharmacies is „our own business“
- » Only achievable in close cooperation with our partners in the supply chain (manufacturers & wholesalers)
- » Not waiting until a catastrophe forces us to act and/or for state intervention
- » Working together actively
 - › ‚pragmatic‘ approach, using knowledge of experts and practitioners
- » European Court of Justice decision in 2009 („DocMorris“) confirmed special professional responsibility
 - › Supports self-conception as health-professionals dealing with very special products

- » End-to-end-verification ...
 - › ... starts with pharmaceutical enterprise uploading Unique Identifier (UI) of manufactured drug in database ...
 - › ... and ends with pharmacy matching UI with this database before dispensing drug.
- » Two possibilities:
 - › One server – to which manufacturer uploads and with which pharmacy matches.
 - › Two distinct servers – one which holds UI-data, and one which is connected with pharmacies and exchanges data with the aforementioned server

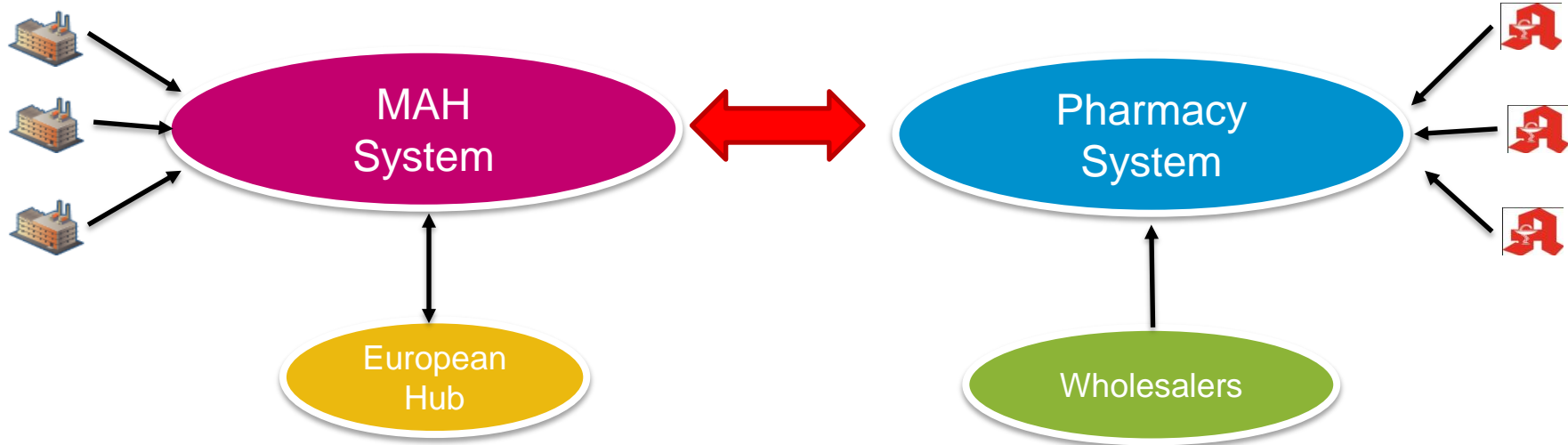
- » The owner of this server gains information on the whole ,life‘ of a drug – from manufacturing till dispensation
- » The single server is connected with all pharmaceutical manufacturers and all pharmacies
 - › Until now, there has not been a single server connected with all manufacturers or all pharmacies
- » The owner of this server gets extremely rich data on the business of each manufacturer and each pharmacy
 - › And some more information on parallel exporters, wholesalers etc.
- » Sensitive commercial data (unnecessarily) concentrated in one hand!

... and why a 2nd server helps

- » If all MAH store the UI-Information in one (MAH-)server, ...
- » ... and all pharmacies (and wholesalers) are connected with a second (pharmacy-)server, which ...
- » ... makes anonymous the verification / authentication requests before forwarding them to the MAH-server ...
- » ... and redirects the results to the particular pharmacy, then ...

- » ... many problems associated with a one-server-model are solved (or, at least, mitigated).
 - › Improved protection of privacy
 - › Enhanced data security

Two servers – working together



- » In case of alerts regarding counterfeit drugs, pharmacy-server-data associated with this UI are unblinded and made available for further investigation
- » No direct connection between MAH-server and pharmacies
- » All pharmacy-related data stay within the ‘pharmacy-operated’ side
- » Full information in case of alerts – but only in these cases
- » Full protection of business secrets without compromising the safety

- » German pharmacists trust the pharmaceutical industry
- » We see ourselves as partners for a safe and reliable supply of drugs, and are ready to cooperate with manufacturers and wholesalers closely – for the benefit of the patient
- » But we want to take care for ourselves and remain independent, even if this means that we have to invest
- » **securPharm's Two-Server-Model of authentication is a manifestation of our core principles!**

Thank you for your attention!

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