Partnering to Protect Consumers From Prescription Drug Threats
New Threats to Consumer Safety Online
An Unprecedented Opioid Epidemic

Each day more than 1,000 PEOPLE are treated in emergency departments for not using prescription drugs as directed.

91 AMERICANS die every day from opioid overdose (that includes prescription opioids & heroin).

18% increase in overdosed deaths in Connecticut last year.
Launched in 2011 in partnership with the White House and a few small tech companies:
In 2015 alone, CSIP members shutdown, blocked, prevented or suspended over 12.5 million sites, ads, shipments and payments.
E-buyers Are On The Rise.

- 20% of shoppers purchase medicine online.
- 56% of shoppers plan to in the future.

Online Pharmacies Are Seen As Safe.

- 98% of online prescription drug shoppers.
- 66% of online shoppers overall.

*Online survey of 808 people conducted by Research+Data Insights, Sept. 2015.
The #1 Online Rx Purchase

WAS:
LIFESTYLE
MEDICATIONS

Now that represents 25% of medications purchased online.

NOW:
LIFESAVING
MEDICATIONS

75% of medications purchased online are for chronic illness.
Canadian prices for top selling drugs online can be 43% less expensive than the U.S. national average.

44% of those surveyed look to purchase medications online in order to save money.

33% of those surveyed are driven by the convenience of purchasing medication online.
Who We Are

MedicineSafe is a coalition of local community organizations, our Connecticut Governor Dannel Malloy and Attorney General George Jepsen, and national partners, invested in providing our citizens with safe tools and information about prescription drugs. Our resources are here to help you and your family find safe ways to manage prescription medicines in your households - whether buying, storing or addressing addiction.

Addiction Education & Recovery

The opioid crisis has become a public health emergency with nearly 100 Americans dying daily from opioid-related overdose. The Partnership for Drug Free Kids provides effective resources to raise awareness about the dangers of misuse of opioids and provides actionable resources that respond to the ongoing crisis of opioid addiction in the U.S.

Hover over any of the items below to take action if you or someone you know is struggling with addiction and to learn more about the safe use of prescription medications.
Prefer to buy online? Verify your online pharmacy before you buy.

If you purchase your prescription medications online, make sure you do so from a verified online pharmacy. According to the FDA, 97% of online pharmacies are illegitimate and unsafe. What looks like a discount online pharmacy from Canada or the U.S. could be a rogue website and criminal enterprise from anywhere in the world. Enter your online pharmacy’s website below and click “Verify.” You will be taken to our companion site, VerifyBeforeYouBuy.org to confirm its authenticity.

www.YourOnlinePharmacy.com

Powered by LegitScript

Coalition Partners

The MedicineSafe Coalition in Connecticut consists of the following government, nonprofit and consumer advocacy organizations and groups.
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About The Center For Safe Internet Pharmacies

The Center for Safe Internet Pharmacies (CSIP) is a nonprofit organization founded in 2011 by a diverse group of Internet and technology companies, financial services companies and shipping companies to address the global problem of consumer access to illegitimate pharmaceuticals from illegal online pharmacies and other sources. CSIP, its 11 member organizations and partners in the industry provide consumers and medical professionals with ways to verify online pharmacies, to report illegal online pharmacies or counterfeit pharmaceutical products, and to become educated about these issues. CSIP also collaborates with global law enforcement in support of efforts to end the threat of illegal online pharmacies.
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CSIP Members. Experts you can trust.

FOLLOW CSIP
For the last 9 years, CSIP has surveyed Internet drug outlets to find & track fake online pharmacies. In 2017 they... https://t.co/k9zy4uhvg4 about 11 hours ago from Hoosuite

We are committed to working with partners and stakeholders to be part of the solution to our national opioid crisis... https://t.co/6z2zgE1P4X 11h

NEWS FROM CSIP
China-Based Opioid Manufacturers Use U.S. Postal Service  
by admin  on January 24, 2018 at 5:08 am

New Senate Report Highlights Limitations of Postal Service in Tracking Fentanyl  
by admin  on January 23, 2018 at 9:49 am

FOR MORE INFORMATION
For details about the services provided on this website contact the Center for Safe Internet Pharmacies.

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COPYRIGHT © 2018 THE CENTER FOR SAFE INTERNET PHARMACIES.
Verify your online pharmacy before you buy.

According to the FDA, 97% of online pharmacies are illegitimate and unsafe. Even experts have difficulty identifying a fake online pharmacy from its website alone. What looks like a discount online pharmacy from Canada or the U.S. could be a rogue website from anywhere in the world. Highly sophisticated criminal enterprises are utilizing malware, engaging in identity theft, and selling medicine that does not work, or worse, is dangerous to your health. Use our search tool to determine if your online pharmacy is certified and from a safe source.

It’s not worth the risk. We want you to be safe. Verify before you buy.

Report Suspicious Activity


The Center for Safe Internet Pharmacies supports the efforts of the U.S. Food and Drug Administration (FDA) to end illegitimate drug sellers online. If you have concerns about a website or drug seller, please report the information directly to law enforcement through the button above. Learn more about the FDA’s BeSafeRx campaign.

North Carolina Residents: You can also report suspected fake pharmaceuticals, or any other counterfeit products, to the North Carolina Secretary of State’s Office by email.

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SHARE YOUR STORY

It will take a lot of education and all of us working together to stop illegitimate and unsafe online pharmacies. Do you have a story to share about you or someone you love who had a bad experience with a fake online pharmacy? You’re not alone. The courage to share your story can help others. Share your story here. We will never use your personal information without your permission, and we will contact you for your permission first if your story is one we think should be shared with others. Share your story here.

I’ve searched hundreds of online pharmacies trying to find low cost drugs, and using your search tool I found out they were all fake. I’m a physician and I had a hard time telling the difference. I’m glad to have access to your search tool and I hope anyone thinking about buying drugs online verifies before they buy.

— Neurosurgeon from Houston, TX

North Carolina State Advisory Council

Verify Before You Buy is a partnership between the State of North Carolina Department of the Secretary of State, the Center for Safe Internet Pharmacies and the Secretary of State’s Advisory Council to Combat Counterfeit Medication. Council members include:
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CSIP Members. Experts you can trust.
We Created a Toolkit

Resources

Helping consumers shop for safe prescription drugs online

VerifyBeforeYouBuy.org provides an important free tool from the Center for Safe Internet Pharmacies (CSIP). CSIP is a nonprofit organization founded by the White House and global technology companies focused on protecting consumers from unsafe online pharmacies.

The North Carolina Secretary of State is partnering with CSIP to educate consumers about the dangers of illegitimate online pharmacies and help provide safe, cost-effective solutions to buying prescription drugs.

Below are downloadable VerifyBeforeYouBuy collateral materials and sample social media posts to share with partner agencies and consumers. If you have any questions please contact us.

VerifyBeforeYouBuy One Pager
A one pager about VerifyBeforeYouBuy and CSIP to help answer any questions about the free program and services.

VerifyBeforeYouBuy Push Card
One print-ready push card, with suggested print specifications, to display in public locations for awareness and information sharing.

VerifyBeforeYouBuy Poster
A print-ready poster with suggested print specifications, to hang in public locations for awareness and information sharing.
What are you taking today?

97% of internet pharmacies are illegal and unsafe. Be certain before ordering medicine online.

VerifyBeforeYouBuy.org
CSIP members are committed to the success of this campaign and are contributing $1 million toward an online advertising media buy to educate consumers in Connecticut.
End the epidemic now

How many more families have to lose a son or daughter to opioid abuse?

Is your medicine safe?
Free pharmacy verification.

We Use Targeted Advertising
Consumers Clicked Through at 3–4x the Average Rate
What We're Reading: Cigna Walks on Anthem; Kaiser Sticking With Exchanges; Counterfeit Rx Drugs

Cigna Wins Approval to Exit Anthem Deal
A Delaware judge has ruled that Cigna can walk away from its merger with Anthem after the courts blocked the merger for being anticompetitive. Bloomberg reported that the breakup of the $48 billion merger means Anthem could have to pay $1.85 billion in breakup fees to Cigna. In addition, Cigna is suing for $13 billion in damages. However, the judge said there is evidence Cigna may have disregarded its fees making it unlikely it will win the lawsuit.

Kaiser Permanente to Remain in ACA Markets
While some insurers are fleeing the Affordable Care Act (ACA) exchanges, Kaiser Permanente will stay in the marketplace in 2018. During the Wall Street Journal Future of Healthcare event, CEO Bernard Tyson pledged to stick with the markets and rejected AstraZeneca’s claim that the markets were in a death spiral. Kaiser Permanente currently operates health plans in exchanges in 8 states and the District of Columbia.

North Carolina Warns Against Counterfeit Drugs
A new campaign in North Carolina is warning residents about online pharmacies that could be selling counterfeit prescription drugs. Consumers can check the legitimacy of an online pharmacy through VerifyBeforeYouBuy.org, according to The News & Observer. Counterfeit drugs, which could be contaminated, might contain no medication, or contain just a small amount, present a health hazard to users.
Times Square Ad

Ad reached 3,884,796 viewers

VerifyBeforeYouBuy.org

97% of online pharmacies are fake.
North Carolina Results in 2017

4 State Coalition Meetings

- **Ad Impressions**: 13,931,265
  - Across Bing, Facebook, and Google

- **Verify Before You Buy™ Household**: 45,363

- **Save On My Meds™ Household**: 62,716

- **People Reached with Times Square AD**: 3,884,796
Contact

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