

How to make the Internet a safer place to buy medicines

1. Raising awareness with Tik Tok and Google Ad campaigns
2. Potential desk research project Rx online vs Rx not allowed – what is the effect?
3. gTLD DotPharmacy
4. Longitudinal market research

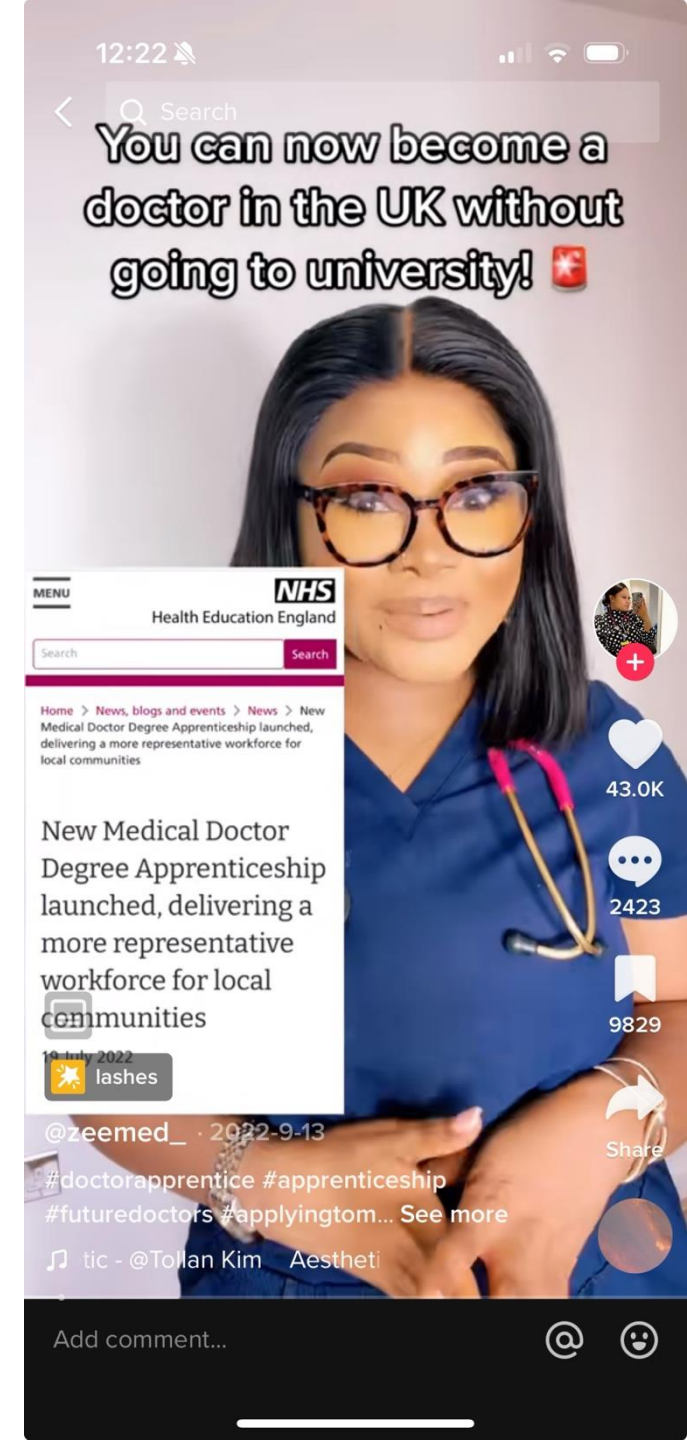
29 April 2026



There is no “one” silver bullet...



TikTok opportunity Educational grant





Google

**AdWord campaign
now extended
and live in 5 major
European countries**



New educational grant
received
PLUS possibility of a Google
charitable
educational grant to run
future
Google ad campaigns.

Potential desk research project: Rx online vs vs Rx online not allowed – what is the effect?

Hypothesis

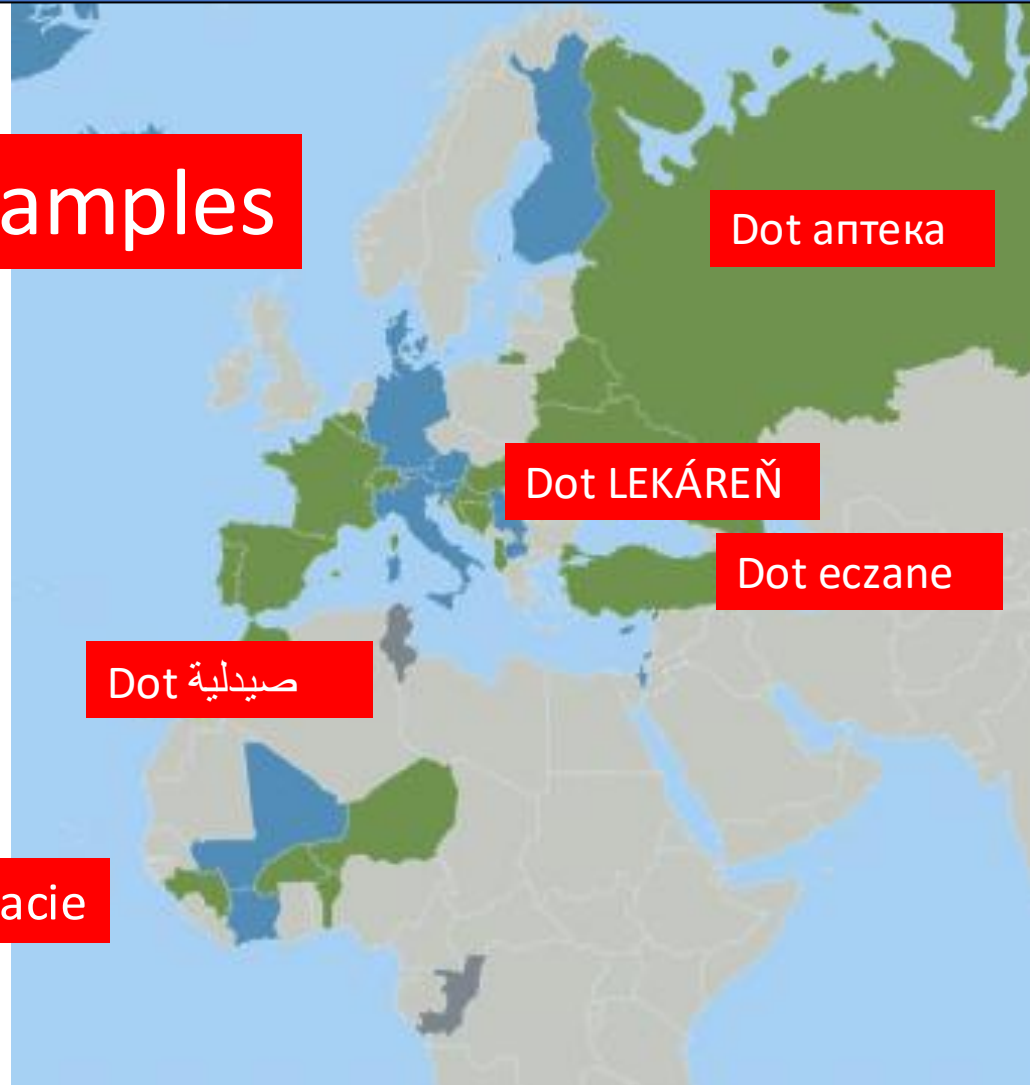
- That those countries that allow the obtaining of Rx medicines online compared to those that don't, suffer fewer abuses/harm from websites selling illicit medicines.

Assumptions

- Patients who have a regular go-to known authentic online pharmacy will be less liable to try to obtain Rx meds from other sources (potentially non-licensed illegal websites)
- The commencement of the FMD, securing the legitimate supply chain, has raised awareness amongst patients and consumers in countries that allow RX online and the use of the Common Logo supports this.

A gTLD DotPharmacy for all ratified Medicrime Convention countries?

Some Examples



Objective of the market research programme

ASOP EU is proposing that the Medicrime Convention - Committee of the Parties embark on a longitudinal multi-country market research project to ascertain behaviours and track trends of falsified medicines



ASOP Global Foundation 2025 U.S. Consumer Behavior Survey

- **38% of U.S. adults** purchased prescription medicines online - among these **55%** now **buy all or most** prescriptions online.
- **65%** **falsely believe** all websites offering online Rx/health services are **reviewed/approved by FDA or state regulators**
- **51%** **falsely believe** that **only safe, verified sellers** appear on the **first page** of search results.
- **44%** **falsely believe** an online pharmacy can sell a prescription **without a prescription** if medical-history information is provided.
- **27%** **report** having personally received **substandard/counterfeit** medicine or being **harmed** by a medicine they bought online.
- **40% have purchased GLP-1 medications online - report having received substandard or counterfeit prescription medicines or been harmed by prescription medicine bought online, nearly double the prevalence reported by online purchasers of all other medications.**
- <https://buysaferx.pharmacy/wp-content/uploads/2025/11/ASOP-Foundation-2025-Consumer-Behavior-Survey.pdf>

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Thank you!



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