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Only via e-mail

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EAMSP
European Association of Mail Service Pharmacies

Dear Sir or Madam

The European Association of Mail Service Pharmacies (EAMSP) is representing the European Mail Order Pharmacies and has 9 members in 6 European countries. The members of the association cover more than 2/3 of the mail order pharmacy market in Europe.

EAMSP and its members support the ideas of the falsified medicine directive, so that patients in future will be more save, when buying their drugs via the internet. The logo is one important part of this philosophy.

The most crucial point is, finding a technical solution, so that it is impossible to copy the logo or the requested site, which comes up by clicking on the logo.

We think, that the design of the logo should contain information, which are unique for the pharmacy, e.g. the national registration number, like the solution in UK.



What is this?

The pharmacy should use this logo and the number in all marketing materials and correspondence, so that it is easy for the patient to verify, whether the number on the website is ok or not. Perhaps a second source for verification should be available, e.g. a European-wide automated callcenter number, so that the efforts to copy the logo will be too high for illegal use.

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It could work like this: After calling the number, the patient has to spell the national registration number in the logo. The system then could start a query on the database and give back the name of the belonging pharmacy to the patient.

As easy and as clear the logo will be, as easier it is for the patient to verify it. Therefore it makes sense to find the logo on every page of the website and in our point of view an animation of the logo is not necessary.

We want to draw the attention to another important issue. What we need is a centralized database with all in Europe registered pharmacies, physicians and hospitals. This will also help by realizing the cross border verification of drug packages, electronic prescriptions and other relevant health data between physicians, pharmacies and hospitals. E.g. such a database is also necessary for authenticating pharmacies, which will send queries for verifying drug packages cross border to different national servers.

With kind regards

- Th. Diekmann -