

January 2013

TO WHOM IT MAY CONCERN

Subject: EC consultation on a common logo for legally-operation online pharmacies

On behalf of the Board of Directors of the Thalassaemia International Federation we would like via this communication to state our views on the above-mentioned subject.

Allow me to briefly introduce our Federation:

The Thalassaemia International Federation (TIF) was established in 1986 as a patients and parents organisation with the mission to promote the quality of health care and quality of life of patients with thalassaemia. Since 1996, TIF has been in official relations with the World Health Organisation (WHO) and is considered to-date the international reference organisation for Haemoglobin disorders with more than 110 national thalassaemia associations from 60 countries of the world under its umbrella.

Consultation item n°1:

Indeed common standards of encryption should be established to guarantee the implementation of the legislation to the same level across all Member States. This will prevent one Member States to have more relaxed legislation than another. Furthermore the communication campaigns proposed are a much-needed part of the implementation of this aspect of the legislation. It is necessary that the campaigns, in our opinion should be wide-reaching and durable, involving not only press and publicity but stakeholder organizations such as patient associations, Ministries of Health, hospitals, doctors and nurses associations so that as many people as possible are informed.

Consultation item n°2:

There is a clear preference for Option 1, which will be more visible on websites.

Consultation item n°3:

Animation may confuse or not draw the attention of the online user to the symbol therefore should most probably be avoided.

The struggle against falsified medicinal products is visible in all areas of civil society especially where chronic conditions are concerned and in light of the austerity measures across the EU more and more patients are looking for cheaper versions of products without realizing that they may be falsified or indeed acknowledging the mere existence of a credible looking website of an online pharmacy as note of legitimacy and trustworthiness.

We envision that with the new legislation these misconceptions will cease.

Sincerely,

Thalassaemia International Federation

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