

# MarkMonitor Intelligence for Pharmaceuticals



## Game-Changing Technology and Insight for Maximum Impact

The complex, global nature of the pharmaceutical supply chain presents prime opportunities for prescription drugs to be sold through unauthorized channels, generics to be sold as branded, and counterfeits to be passed off as legitimate. Threats are continuously evolving as sophisticated tactics are used to profit from valuable pharmaceutical brand names and thwart existing enforcement efforts. What's the impact? Beyond affecting pharmaceutical companies' bottom lines and brand reputations, the sale of diverted drugs poses serious public health and safety concerns.

### A Unique Set of Challenges for Pharmaceutical Companies

With the rise of e-commerce – and easy access to drugs without a prescription – comes a unique set of challenges for pharmaceutical companies. The unauthorized distribution of pharmaceutical products is estimated to cost the industry more than \$200 billion each year<sup>1</sup>.

Perhaps most pressing, however, are the health risks and potential liability of adverse events caused by unauthorized products and off-label use. These issues have resulted in high insurance premiums and strict government regulations. How can pharmaceutical companies disrupt the most damaging offenders in a lasting, cost-effective way?

As the brand protection industry leader, MarkMonitor® — and only MarkMonitor — has the answer.

### Focus Efforts on the Worst Offenders

**MarkMonitor Intelligence for Pharmaceuticals** is specifically designed to address issues arising from the proliferation of suspicious pharmacies on the Internet, including the deep web. Proprietary Network Intelligence technology uncovers entire networks of websites selling potentially unauthorized prescription drugs and identifies anchor sites where payment transactions are centrally processed. MarkMonitor technology, coupled with consulting services, provides actionable intelligence for efficiently focusing enforcement efforts, including online enforcement, take-down requests, physical investigation and litigation.

## Key Features

- **Internet and deep web coverage.** Provides actionable intelligence to minimize threats with technology that crawls the Internet, including the deep web, and can easily scale to discover entire networks of potential offenders.
- **Suspicious pharmacy network identification.** Identifies networks of potentially unauthorized online pharmacies to focus efforts on only the most egregious offenders and maximize ROI.
- **Anchor site detection.** Uncovers centralized transaction processing sites where networks of suspicious pharmacies collect payment.
- **In-depth reporting and analytics.** Delivers insight into registrars, ISPs, payment methods, languages and currencies used by rogue pharmacies, as well as historical detection rates.
- **Test purchases, investigative reports and strategic consulting.** Reduce cost and complexity by using a single, experienced partner for a true end-to-end approach that encompasses both digital and physical worlds.

## A Truly Innovative Approach

- **Proprietary Network Intelligence technology.** Proprietary technology employs sophisticated algorithms to identify, validate and cluster suspicious online pharmacies into networks, identifying choke points and surfacing the most egregious infringers for focused enforcement.
- **Backed by the industry's most experienced team.** With over 15 years of experience, MarkMonitor offers the only solution that leverages both leading-edge technology and the deep experience of brand protection experts who design and manage brand protection programs for many of the world's biggest brands.
- **Extensive MarkMonitor ecosystem.** Our relationships and partnerships with online marketplaces, search engines, social media networks, industry advocacy groups, registries, law enforcement agencies and more enable clients to streamline and expedite the entire brand protection process, from detection and takedowns to investigative efforts and enforcement.
- **End-to-end coverage.** MarkMonitor provides custom deliverables including test purchases, case-specific investigative reports and consulting services that span both digital and physical worlds.

## Insight. Impact. Increased ROI.

No other pharmaceutical brand protection solution can offer our proprietary technology, consultative approach or custom services. MarkMonitor Intelligence for Pharmaceuticals complements operationally oriented brand protection programs with strategies that address suspicious drugs across both the digital and physical worlds, helping brands shut down infringers and make a lasting impact on the business of rogue pharmacies.

## Why MarkMonitor

**Advanced technology and strategic guidance.** MarkMonitor provides the only brand protection solutions on the market that combine leading-edge technology with consultative services from brand protection veterans to defend brand revenue and reputation and preserve customer trust.

**Unmatched expertise.** MarkMonitor designs and manages brand protection programs for the world's biggest brands and is highly experienced in helping clients build and enhance their brand protection programs.

**Extensive industry relationships.** As the industry leader in brand protection, MarkMonitor maintains an unparalleled ecosystem of partnerships and relationships with search engines, social media sites, registries and law enforcement, as well as a network of Thomson Reuters-powered databases to streamline the brand protection process.

To learn more about MarkMonitor, our solutions and services, call us at **1-800-745-9229** or visit us at **markmonitor.com**.

1. Irish, John. "Customs Group to Fight \$200 Bln Bogus Drug Industry." Reuters. N.p. Web. 10 June 2010. <http://www.reuters.com/article/2010/06/10/us-customs-drugs-idUSTRE65961U20100610>

More than half the Fortune 100 trust MarkMonitor to protect their brands online.  
**See what we can do for you.**

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