



SMS BASED DRUG ANTI-COUNTERFEITING SYSTEM

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K.I.C.C. – STAKEHOLDER MEETING



PPB - BACKGROUND

- The Pharmacy and Poisons Board was established as a Regulatory Authority under the Pharmacy and Poisons Act, Chapter 244 of the Laws of Kenya and commenced operation on the 1st of May 1957.
- The Pharmacy and Poisons Board is a body corporate established under section 3 (6) amended of the Pharmacy and Poisons Act 1993. It is a semi autonomous body which can sue and be sued, acquire, hold and dispose property. It can also borrow and lend money.
- The Board regulates the Practice of Pharmacy and the Manufacture and Trade in drugs and poisons.



PPB – MANDATE

- The Pharmacy and Poisons Act, Cap 244 is an Act of parliament to make better provision for the Control of the Profession of Pharmacy and trade in drugs and poisons.
- The Pharmacy and Poisons Board is established as a body corporate, under the Pharmacy and Poisons Act, Cap 244 Laws of Kenya. The PPB is regulatory body within the Ministry of Medical Services. It is a body corporate under Section 3(6), and the de-linking process is on-going.



PPB - MISSION

- Improving the quality of life of Kenyans by ensuring the quality, safety and efficacy of pharmaceutical products and services



PPB - VISION

- To be a global leader in the control and regulation of drugs, poisons and the practice of pharmacy.



USE OF TECHNOLOGY

- The Board has identified technology as core to its functions
- The Board uses and intends to use any relevant technology to realise its mission and vision and carry out its mandate



SMS, PRSN and USSD

- SMS is the Short Message Service that is used to send messages on Cell Phones (Mobile Phones). Normally this is done using a regular number stored in the SIM card (Subscriber Identity Module).
- PRSN – is Premium Rate Service Number. This is used to send and receive SMS messages as slightly higher costs than regular numbers
- USSD – is Unstructured Supplementary Service Data. This is used to communicate with Service Providers computers and creates a browser like experience as the connection remains open unlike SMS and PRSN where the connection is terminated upon sending. An example of this is Sambaza
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MOBILE TECHNOLOGY

- SMS, PRSN and USSD are communication technologies that are accessible using Cell Phones and are readily available in Kenya.
- The technologies can be used to do various tasks to build a community (M-Pesa) or destroy it (Post Election Crisis 2007/2008).
- The Board intends to use the technologies to build Kenya by fighting counterfeit medicines and post market surveillance.

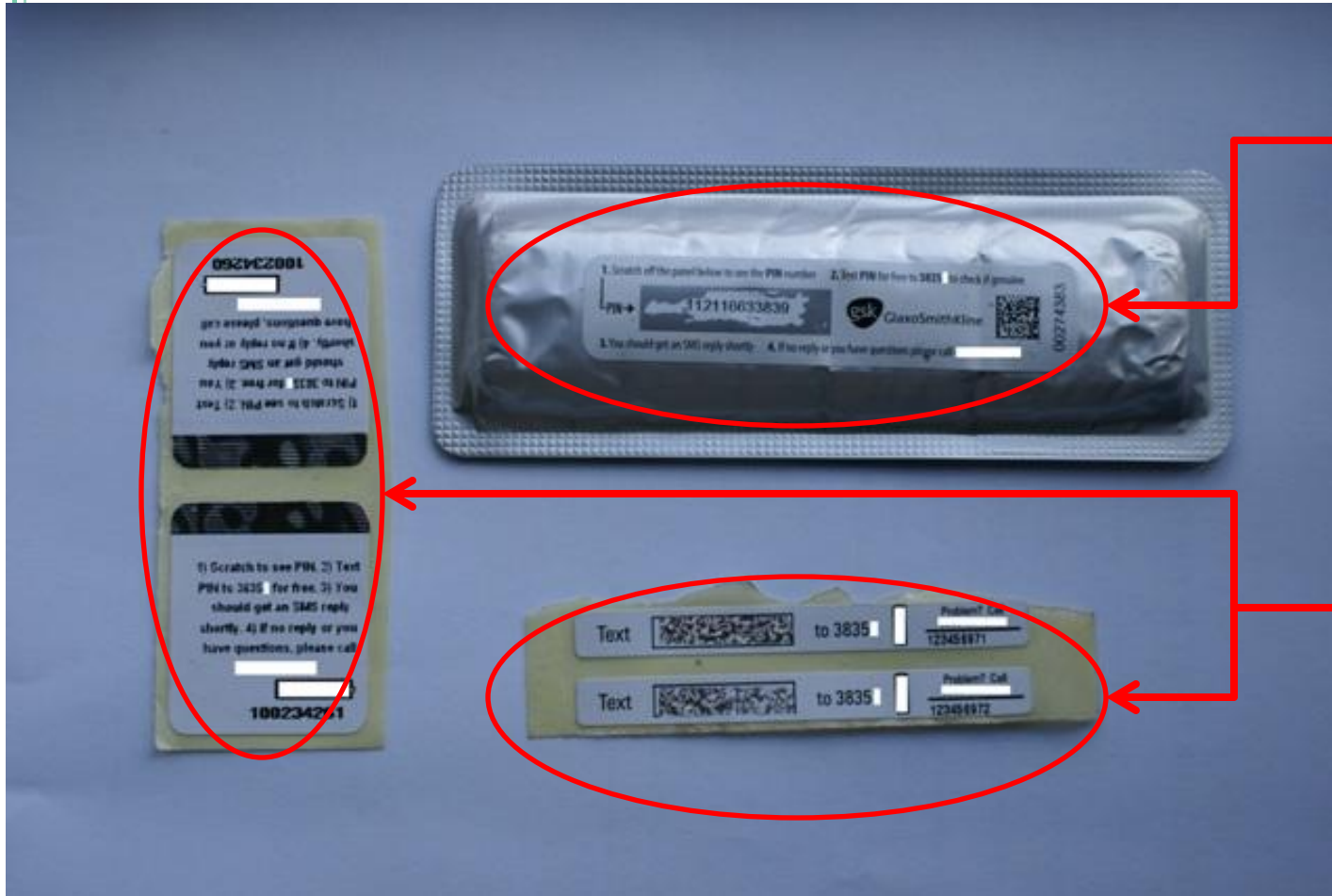


Basic Principle of the System

- Medicine packs will have a scratch able surface and underneath it will be a serialized number that is revealed once the surface has been scratched same as is done when purchasing calling airtime.
- Consumers will create and SMS and send the revealed number to a PRSN or USSD number, and a message will be sent back to them informing them that the medicine is genuine and safe for use.
- The numbers can only be used once and will be developed using a complex algorithm that will make it impossible to guess the number by counterfeiters.
- Kenyans will not incur any costs when sending the SMS and system provider will work with manufactures to handle cost issues.



SAMPLE



Used sample
on Ampiclox of
GSK Nigeria

Unused
samples from
GSK Nigeria



SAMPLE – (reverse)





Placement

- Companies will place the scratch able surface on the Primary pack by either printing or sticking.
- This can be done at the manufacturing plant or at the principle importers depot.



Costs

- The estimated cost per sticker plus sms costs will vary depending on manufacturer and solution provider.



THANK YOU