



Novartis Safeguards Consumers from Purchasing Suspicious Drugs Online with MarkMonitor



Case Study:

Novartis

Headquarters:

Basel, Switzerland

URL:

www.novartis.com

Industry:

Healthcare/Pharmaceutical

Solution:

MarkMonitor Brand Protection™

Executive Summary

As more and more consumers look to the Internet to address their healthcare needs, the number of Internet pharmacies has expanded significantly. Unfortunately, the same qualities that have made the Internet a low-cost, global reach channel, have also created an ideal place to distribute counterfeit goods. As a result, the pharmaceutical industry has become a major target for counterfeiters. Global healthcare solutions leader Novartis partnered with MarkMonitor® to protect these customers from the potentially life-threatening risk of buying counterfeit medications online.

“We were looking for a company that could provide us with an integrated system whereby we could analyze information quickly and determine the next steps in enforcement.”

— Senior Novartis Corporate Security Manager

Challenge

- Need to prevent counterfeit goods from reaching consumer market
- Need to protect Novartis' brand by eliminating the threat of patent infringement online

Solution

- Novartis selected MarkMonitor Brand Protection for assistance in eliminating fraudulent use of its brand online

Results

- Deeper understanding of how and where violators infringe upon the Novartis brand for greatest impact
- Ability to stay ahead of evolving instances of infringement with focused attention on online pharmacies, eCommerce websites, email solicitations and social media forums
- Strengthened confidence in Novartis' core businesses amid a fast-changing industry

Challenge

Novartis' mission is to discover, develop and successfully market innovative products to prevent and cure diseases, to ease suffering and to enhance quality of life. The company realized that a rigorous brand protection strategy could play an important role in realizing their mission and keeping consumers safe.

“Patients can be fooled into thinking that the drugs they are buying through the Internet are genuine,” explained a senior Novartis Corporate Security Manager. “They think they are getting a special discounted version of brand name drugs, when in reality those drugs could contain little or no active ingredients at all.”

The pharmaceuticals industry is challenged by incidents of pills made of ground chalk, and drugs contaminated with toxic substances or shipped across borders in violation of laws and regulations. With the growing popularity of the Internet, illicit online pharmacies are on the increase, creating another challenge for pharmaceutical companies. These illicit online pharmacies operate out of countries ranging from the U.S., Great Britain, India, China, Thailand and the Russian Federation, offering lifesaving prescription drugs as well as ‘lifestyle’ drugs. The pharmacies often go to great lengths to appear professional, employing eCommerce ‘best practices’ in site design, promotion and services.

MarkMonitor provides the coordination needed to improve enforcement efforts, and to gather intelligence for more strategic planning.

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Solution

Already a long-time customer, Novartis expanded its relationship to include MarkMonitor Brand Protection™ in order to address the problem of illicit online pharmacies offering Novartis-branded drugs. Novartis and MarkMonitor focused efforts on suspicious online pharmacies as well as spam solicitations using traditional email and popular social media forums. That flexibility and broad scope of protection

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ensures that MarkMonitor and Novartis stay ahead of violators who constantly adapt their efforts for the greatest impact.

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MarkMonitor Brand Protection detects online brand abuse, prioritizes the most egregious offenses and then performs automated enforcement measures. Collaboration features help Novartis regions share information so each can play a critical role in setting priorities for prevention, detection and response. Most importantly, the solution helps Novartis to reduce the threat of potentially counterfeit sales. Overall, MarkMonitor helps safeguard the company’s drug brands—and patient safety—online.

About MarkMonitor

MarkMonitor, the global leader in enterprise brand protection, offers comprehensive solutions and services that safeguard brands, reputation and revenue from online risks. With end-to-end solutions that address the growing threats of online fraud, brand abuse and unauthorized channels, MarkMonitor enables a secure Internet for businesses and their customers. The company's exclusive access to data combined with its patented real-time prevention, detection and response capabilities provide wide-ranging protection to the ever-changing online risks faced by brands today.

More than half the Fortune
100 trust MarkMonitor to
protect their brands online.

See what we can do for you.

MarkMonitor, Inc.

U.S. (800) 745.9229

Europe +44 (0) 207.840.1300

www.markmonitor.com

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