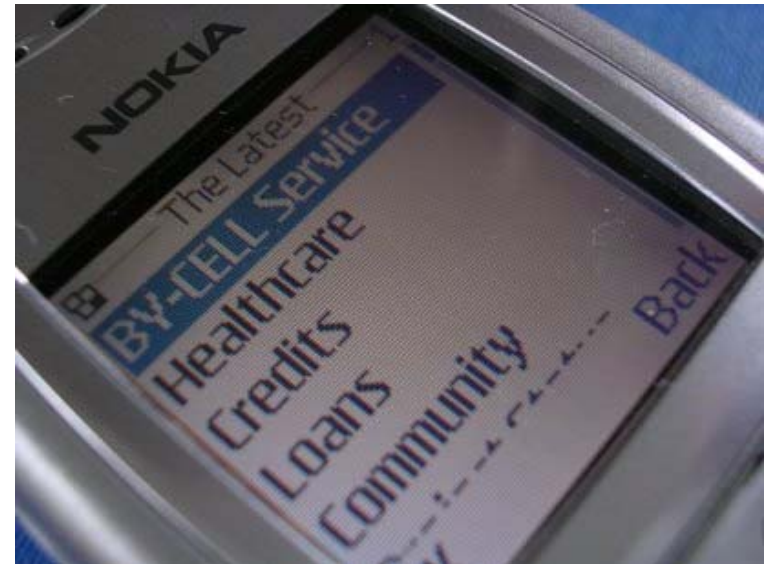




Medicines Verification Portal



**Drug Anticounterfeiting
Support for the Consumer**

Medicines Verification Portal

- **Internet-based Mobile Drug Verification and Reporting Platform**
 - Aimed at resource constrained situations encountered in the distribution chain, especially in the developing world
 - Can be used by government inspectors, independent inspectors, NGOs, pharmacies & dispensaries, clinics, consumer groups
- **MVP Open Consortium initiated by BY-CELL Venture**
 - Providers of mobile products and ICT services
 - Experts in drug anti-counterfeiting, pharmaceutical product distribution, mobile security, mobile banking, mobile payment services
- **Acknowledgments of contributors to the MVP Proposal**
 - FE-Mobile, Mi-Pay
 - IBEX Project Services
 - Drishtee Foundation
 - Reconnaissance International
 - The Health Well, ProcoSolutions
 - University of Geneva
 - IDA



MVP Operational Requirements

- User can enter EPC and other information into the handset
- Handset must communicate automatically and securely with the appropriate EPC Information System via Internet
- MVP compares information against a database
- Checks if product is authentic and person supplying item is legitimate holder
- Should be usable in conjunction with holograms or other physical security measures



EPC Authentication Accounts

- Product pedigree needs to be set up for the entire supply chain

- Trusted distributor's account populated with the valid product codes

- When distributor sends a product to an intermediary:

- Product codes are transferred like tokens from the distributor's account to the intermediary's account

01.0000A89.00016F.000169DC0
Header 8-bits EPC Manager 28-bits Object Class 24-bits Serial Number 36-bits



Remote and constrained resource situations

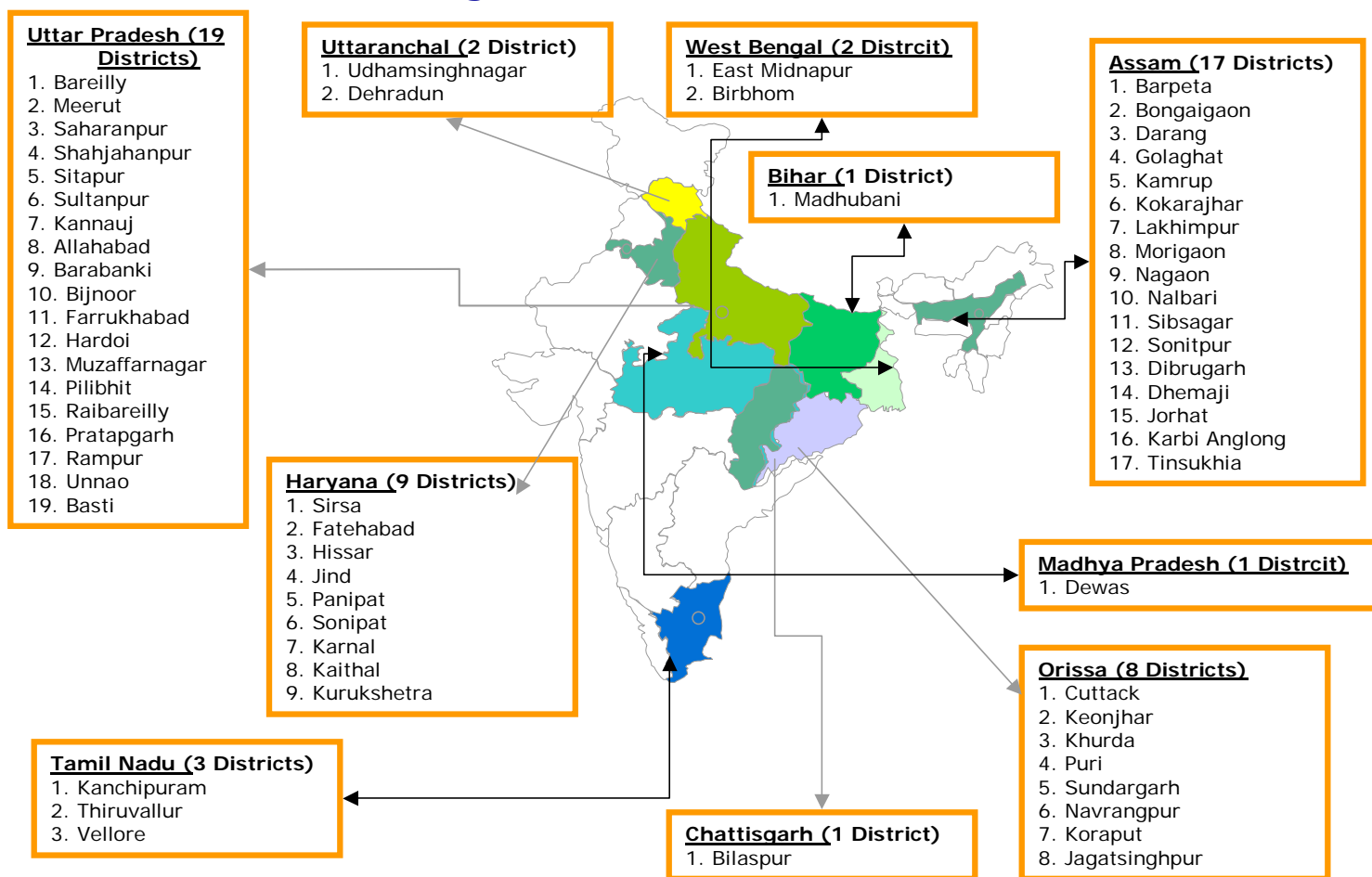
- Support manual input of the EPC
- Usable where EPC readers may not be available
- Allow autonomous handset operation
- Able to coexist with other mobile health applications
- Usable in clinics and dispensaries in the developing world
- Compatible with barcode, RFID and other more sophisticated technology and upgradeable to more automated systems



ICT Kiosk & Support Infrastructure



Drishtee 2006 (1019) Target 2008 – 10,000 Kiosks



Some ideas to develop

● **Poor Signal Coverage**

- Handsets preloaded with EPS data valid for a particular area for a allowing autonomous operation where there is no signal

● **Integration with related Applications**

- Health Registers
- Mobile Logistics Systems

● **Interfaces to specialized Readers and Devices**

- Barcode and RFID readers
- Pattern recognition for holograms and specialized labels
- Microscopic cameras to read nano-labels printed directly on drugs

● **Integration with GIS Systems**

- Use handsets in combination with GPS positioning to tag locations
- Provide addresses and direction to locations for inspection
- Spatial Messaging and Mobile GeoTagging

ECP Transfer Process

- To pass-on a valid token process involves using two mobile phones participating in the scheme and a one-time transaction code to authenticate the “seller” and “buyer”.
- Both the seller and the consignment need to be authenticated to prevent counterfeit product being registered instead of the genuine ones.
- As the consignment gets passed along the supply chain each party logs-in to the SecureLink application on their handset
- At each stage in the supply chain the seller’s handset generates a time-limited one-time transfer code by synchronizing the handset

ECP Transfer Process

- Product code is passed to the buyer with the package
- Recipient Validation Code is allocated to the consignment for retrieval by the valid recipient and also sent to the seller's handset
- Both the EPC and the one-time transfer code are entered into the buyer's handset, which synchronizes with the server
- If both are valid and genuine, the buyer will get confirmation and will be able to verify the Recipient Validation Code to the seller
- The seller's handset will be able to ratify that the buyer was also bona fide and that the transaction is complete

Demonstration

Now viewing: Phil Sorrell's desktop

VIEW FULL SCREEN

Remote S60 Professional

File View Options ?

Stop Copy Save Keys

G

Messaging DPLTopup MLite

RS60pro Manager Services

Visa Banking MiPayment

Options Exit

mobileways.de 8076/584

start Demo A... Demons... 3 Mic... 2 Sky... WebEx... 2 Rem... EN 100% 13:00

