Report of the Executive Committee

Presented by:

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Good afternoon.

For the last seven years, I have had the wonderful opportunity to serve you, first as a member of this committee representing my district, and then as an officer, which has truly been an honor. I have observed firsthand just how seriously every one of you takes the work we do, and how hard you work to pursue our shared mission of protecting the public health.

And while we are a very serious group that takes our mission to heart, we also know how to enjoy the connections we make through our Association. This is why we made the Click Share Contest available to all of you during the meeting. If you have not joined in, it is not too late and just takes a minute. Instructions for downloading the app are in your program booklet. We will be sharing the photos on the social wall during the breaks. I have already enjoyed seeing some of your photos popping up in my Annual Meeting app.

It is no secret that our professions – both as regulators and as pharmacists – have seen a lot of changes over the last few years. We have all seen and lived the headlines about challenging issues like the opioid overdose epidemic, online merchants illegally selling counterfeit medications, and threats to drug supply chain security. Today, I would like to talk about the National Association of Boards of Pharmacy® (NABP®) initiatives and actions taken in 2018 on behalf of you, our member boards.

Last year, when I addressed you as president, I shared my perspective on how our Association and our industry have advanced over the last few years, and how important it is that we continue to utilize modern technology to develop solutions and use platforms such as social media to spread the news about our medication safety efforts. You, the member boards of pharmacy, perform vital work to protect public health and our stakeholders and consumers need to better understand these efforts.

To that end, in June 2018, Joe Adams, former NABP president, and I participated in a satellite media tour to launch a yearlong consumer outreach campaign on prescription drug abuse and the opioid overdose epidemic. Stationed in a Chicago studio, Joe and I were interviewed by 24 television and radio stations from across the country. During the interviews, we stressed the importance of the state boards of pharmacy and shared how they and NABP are resources for information on these issues. Joe also shared his personal story by talking about his experiences as a father who lost his son to an opioid overdose. Seeing and hearing about how the loss affected him and his family gave voice to a vital perspective in the ongoing national conversation about this issue.

In addition, Joe and his family selflessly allowed their story to be shared in other parts of the campaign, including a series of public service announcements that were distributed to television and radio stations across the country.

A comprehensive digital campaign was used to drive consumers to the NABP website where they could get more

information about how boards of pharmacy help consumers, as well as educate themselves about prescription drug abuse and prevention. The digital campaign was a mixture of banner ads and videos shown on both desktop and mobile devices.

To help give you an idea of what these messages look like, I would like to take a moment to share one of the campaign's videos with you.

Now, our Association has not been alone in these efforts. As health care providers, political and agency leaders, regulators, and other stakeholders all work together to address the opioid crisis, many boards of pharmacy are working hard to increase awareness of the problem. You shared your efforts with us and we compiled them in a presentation for use by your colleagues.

This presentation is now available for download from the NABP website and all boards can use it as an outreach tool to educate pharmacists, pharmacy technicians, students, and consumers about the role of the state boards of pharmacy. Like the media tour, the presentation also includes information on the boards' role in addressing the opioid crisis, as well as information on drug take-back programs, naloxone distribution, and the role prescription monitoring programs play in addressing the crisis. If you have not already, I encourage you to download and customize this presentation to fit your board's needs. Also, if your board would like its educational activities

included in the presentation, please let us know. We are eager to keep the template updated with relevant new information.

With the opioid crisis at the forefront of the public consciousness, we will continue our efforts. Our Association is already planning a new campaign for 2019-2020 that will focus on the importance of prescription drug disposal in combating prescription drug misuse and abuse.

Now, let us take a moment to talk about another medication safety issue – safely buying medications online. 2019 is the fifth anniversary of the .Pharmacy Verified Websites Program. That program is doing a lot of great work in terms of helping consumers identify websites that allow them to legally and safely purchase and receive their medications. There are now over 630 verified safe websites in the program. But if we look at the big picture, there are still a lot of dangers out there. In fact, just 5% of websites that sell prescription drugs are operating safely and legally.

Our Association has reviewed almost 12,000 websites and nearly 95% of them have been found to operate outside of pharmacy laws and practice standards. And while 12,000 gives us a representative sample, there are thousands more sites out there, and new ones are launching all the time.

This is why the .Pharmacy Program is so fantastic – it is doing what we need it to do: it provides a signal of safety

to consumers. But our efforts are not limited to verifying websites for pharmacies with an online presence. The .Pharmacy Program now falls under the more accurately named Digital Health group. We made this change to accommodate the quickly expanding scope of opportunities for protecting patients online. Within our Digital Health group, we are seeing new possibilities for verification of merchants and apps, as well as partnerships with a variety of stakeholders that may result in business with non-pharmacy entities. In addition, NABP's Digital Health team accomplished several noteworthy goals this year.

For example, NABP worked with Microsoft to improve safety on the Bing search engine. Since 2015, Bing has been displaying pop-up warnings when search results yield links to websites that have received a Food and Drug Administration (FDA) warning letter and, therefore, may offer unsafe drugs. The pop-up warnings recommend that users select another result. However, because FDA issues warning letters to a small fraction of the illicit pharmacies on the internet, late last year, Bing began a pilot program to expand this service using NABP resources. Today, users also receive pop-up warnings if search results list websites from NABP's Not Recommended List of over 11,000 drug outlets.

In addition, both Mastercard and Visa now recognize verification through the .Pharmacy Program as meeting their requirements for pharmacy merchants. Per the

policies of these two companies, pharmacy and telemedicine merchants conducting card-not-present transactions must obtain certification through a recognized third party to ensure that the merchants' activities comply with all applicable laws.

In addition, NABP recently formed a partnership with G2 Web Services, a company that offers risk management services to banks and other payment processing businesses. As part of this partnership, NABP is able to make new connections as we educate those in the industry about illegal online drug selling and how they can distinguish between rogue drug sellers and legitimate pharmacies. NABP has participated in G2-sponsored webinars reaching hundreds of payment processing stakeholders, and in January, February, and April 2019, NABP staff provided presentations at the annual G2 Risk Summit Meeting Series.

Further, NABP has been working with social media companies and other stakeholders to protect consumers from fake pharmacies. As a result, Snap Inc, responsible for the popular mobile app, Snapchat, updated its advertising policy to ensure that online pharmacies in the United States and Canada that advertise through the platform are verified by NABP. Pinterest, another social media platform, has also responded positively to NABP's sharing of information about dangerous rogue pharmacy sites, and says it is taking steps to further reduce the number of illicit advertisements that slip through the company's filters.

More and more, businesses are beginning to recognize and address the dangers presented by rogue internet pharmacies, and your Association remains committed to protecting the public health in this matter.

At a higher level in this same arena, we have also been working with stakeholders on efforts related to internet policy, specifically those set by the Internet Corporation for Assigned Names and Numbers (ICANN). In May of last year, the European Union's (EU's) General Data Protection Regulation went into effect, reshaping data privacy regulation across every sector. At the same time, ICANN, which is the administrative body that oversees the coordination of domain names on the internet, released interim guidance that redacted major elements of identifying information known as WHOIS data. This information, sometimes referred to as the "white pages of the internet," is used by law enforcement, cybersecurity investigators, copyright and trademark holders, consumers and their advocates, academics, and others to determine who is operating a website, sending an email, or even attacking them online. Blocking public access to WHOIS information makes it harder to detect perpetrators and remove illegal or malicious content and communications.

In response to this, NABP has joined the Coalition for a Secure and Transparent Internet, or CSTI, to advocate for a transparent internet that promotes safe e-commerce and

prevents criminal safe havens online. CSTI advocates for open access to WHOIS data before US and EU policy makers, ICANN, registrars, registries, and other stakeholders.

But protecting consumers is not just about making sure they can identify safe and legitimate online pharmacies. We also have a responsibility to further secure the entire drug supply chain.

In 2018, NABP convened the Suspicious Orders Work Group. The members of this group, representing seven states, were charged with reviewing existing state and federal laws and regulations regarding suspicious orders of controlled substances placed by pharmacies to wholesale distributors. They also explored the feasibility of and recommended developing a database that would house wholesale transaction data, analyze purchasing patterns, identify suspicious orders, and report activity to the appropriate enforcement authorities. The work group recommended changes to the *Model State Pharmacy Act and Model Rules of the National Association of Boards of Pharmacy* that would:

- define suspicious orders,
- make providing inaccurate or fraudulent information about purchase orders grounds for discipline, and
- designate the pharmacist-in-charge responsible for ensuring that truthful information is submitted to wholesale distributors regarding controlled substance purchases and receipt.

The work group also recommended that NABP review the Centers for Medicare and Medicaid Services algorithm for appropriate incorporation into state reporting regulations, and that our Association should create model language to require wholesale distributors to submit all sales data for controlled substances and drugs of concern.

It is worth noting that since that recommendation was made, the Substance Use-Disorder Prevention that Promotes Opioid Recovery and Treatment for Patients and Communities Act was signed into law. Among many other provisions intended to curb the opioid overdose epidemic is a requirement for Drug Enforcement Administration (DEA) to enhance its Automation of Reports and Consolidated Orders System to provide manufacturers and distributors with data about the distribution of controlled substances from the manufacturer, through the supply chain, and to the point of sale, including pharmacies. NABP will be watching the progress of this provision closely.

Finally, the group recommended that NABP create and maintain appropriate contacts to share with industry stakeholders for suspicious order reporting. This would help make information about DEA actions taken against pharmacies that have been reported as engaging in suspicious activity available to appropriate parties more efficiently.

The launch of NABP's new e-Profile system in April 2018 would support the third recommendation. The Association merged multiple program databases to a centralized database, improved data quality, and brought additional NABP programs and services into the online environment. These improvements are vital, because they now mean that e-Profile data is more comprehensive, accurate, and robust than ever before. For you, our member boards, it also means you can more easily share data, such as inspection reports, and therefore have access to more information that can inform your licensure decision-making processes. In addition, examination eligibility services have been expanded to include additional boards. This service allows NABP to confirm eligibility to take the North American Pharmacist Licensure Examination® and the Multistate Pharmacy Jurisprudence Examination® on behalf of the boards. If this service is of interest to your board, you may reach out to Josh Bolin, associate executive director, during this meeting.

The work to responsibly address the opioid crisis, online pharmacy safety, and drug supply chain security is ongoing. What we have accomplished this year represents new steps in the right direction. And with such efforts, this Association – your Association – is all about bringing boards and other stakeholders together from all over the country – and all over the world – to create alignment and movement, all in the name of better protecting the public health.

As I finish my service on your Executive Committee, I look forward to new opportunities to help in pursuit of this shared mission and to many more years of successful collaboration.

Before I leave, I would like to acknowledge and thank a few of the many individuals who have supported me over the last seven years. First, I want to thank my colleagues at Walmart, particularly those in Compliance, who have been my devoted supporters throughout this journey. Thank you, Debbie, Tim, George, and Rick. You are an incredible team! Also from Walmart, I want to thank Susanne Hiland, senior director of clinical services and professional relations, who actually started this journey by selecting to support me in my state board efforts. To my Texas State Board of Pharmacy former Executive Director Gay Dodson, you were my mentor who supported me in that first district meeting election – by the way, I did not win – but encouraged us to become involved in this outstanding organization. Thank you also to my state board members and to the staff, including Allison Benz, our current executive director. And where would I be without the outstanding staff at NABP? Dana and Lisa – what a team effort you two have had in ensuring that the Executive Committee is looking its best! And Carmen, your professionalism and leadership have helped define my efforts in this role. I could not have achieved any of this without you. From the bottom of my heart, I thank you!

And finally, I want to thank my husband, Tommy, who many of you know claims to be the NABP mascot, always taking photos of us to hold dear as memories.

And to you, my peers, thank you for allowing me to represent you over the last seven years. When I look out from this podium and see your faces, I know that this organization is in the best possible hands to lead us into the future!

Thank you!