

# ZUELLIG PHARMA

eZTracker: Safety in Each Scan

<https://www.eztracker.io/>



# Healthcare: Blocking counterfeit medicines with blockchain

One of the largest healthcare services groups in Asia, Zuellig Pharma is utilizing blockchain technology to record pharmaceutical medicine movements along the supply chain, to determine if the product customers purchase is from an authorized distributor. With over US\$2.6B in annual revenue lost in South East Asia alone, Zuellig are fighting for patient safety and pharmaceutical brand reputation.

## INDUSTRY CHALLENGES



1 in 10 medical products in developing countries are counterfeit. Consuming counterfeit medication could have a direct and serious impact on patient safety.



The pharmaceutical manufacturers' ability to protect against counterfeits has been limited as supply chain traceability of pharmaceuticals is hampered by blocks in information exchange and tracking a product's movement along the supply chain.



Pharmaceutical manufacturers are losing revenue and patient trust when their brands are involved in counterfeit incidents.



Patients have valid concerns about their medication authenticity and want to verify their medication, but most are not confident doing so.

## ZUELLIG PHARMA SOLUTION: eZTracker



eZTracker transforms patient's mobile devices into an instant verification tool, tracing the unique QR code on medication all the way to its manufacturer and the country of origin within seconds.

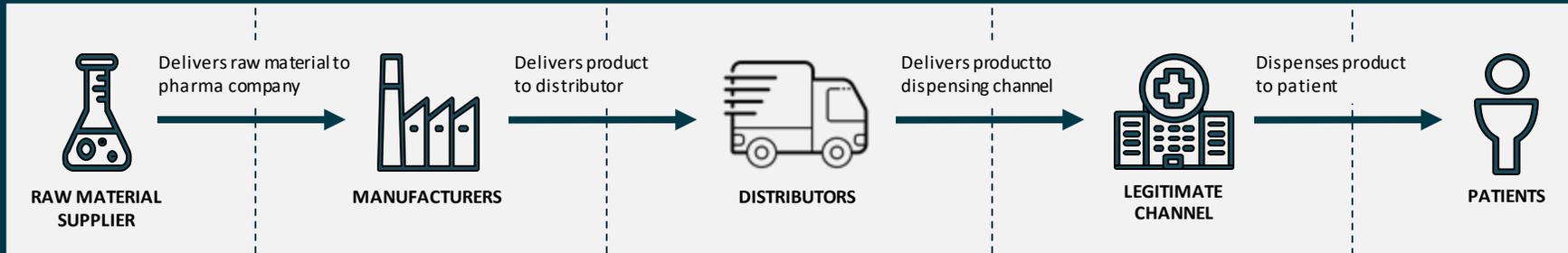


eZTracker is a blockchain based solution that gives Pharma manufacturers visibility and traceability over their product's movements throughout the supply chain. The additional advantage of eZTracker is the mobile app, which allows patients to instantly verify the product authenticity before taking any medication.

## OUTCOMES

- Uniting and empowering patients, healthcare professionals, manufacturers and governments to join in the fight against counterfeit drugs.
- Scalable, simple solution that can be easily deployed where it is most often needed: in developing countries.

# eZTracker: Safety in Every Scan



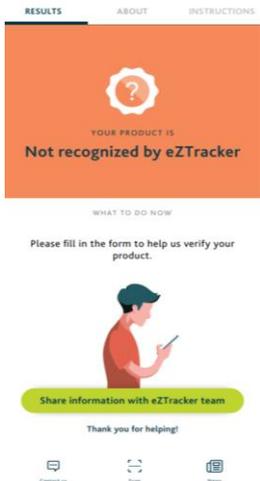
Preventing harm to millions of people every year, eZTracker leverages blockchain technology to determine if a product is from an authorized distributor. Simply scan the code on the packaging to see an instant verification or warning.

## TRACE

*Manufacturer, country of origin*

Using blockchain technology, eZTracker is able to identify manufacturer and country of origin, helping to address falsified and cross-border products.

Counterfeit medication is made obvious post-scan as it highlights that the product is not authorized and may be of risk to the patient.



## STRENGTHEN

*The Supply Chain, Patient Trust*

eZTracker sends automatic alerts to the manufacturer and Zuellig Pharma upon detection of unregistered pharmaceuticals. An investigation into the unregistered pharmaceuticals can then take place to prevent further crime.

Advisory is sent to regulatory bodies where counterfeit medicine is sold to prompt immediate action.



## EDUCATE

*Patients, Manufacturers, Doctors, healthcare professionals*

40% of consumers will stop buying from a brand if it suffers controversy. eZTracker raises awareness about the dangers of unregistered pharmaceuticals and provides more accessible information about medicine.

# Zuellig Pharma's eZTracker + Microsoft Azure

## eZTracker Digital ID **1** A method of tagging activity to identity

Ensuring every product, package or unit is both physically labelled and digitally associated with a unique, encrypted code.

Leverage eZTracker Digital ID software to tag warehouse activities to client and government serials

## eZTracker Blockchain Network **2** A secure system of information sharing

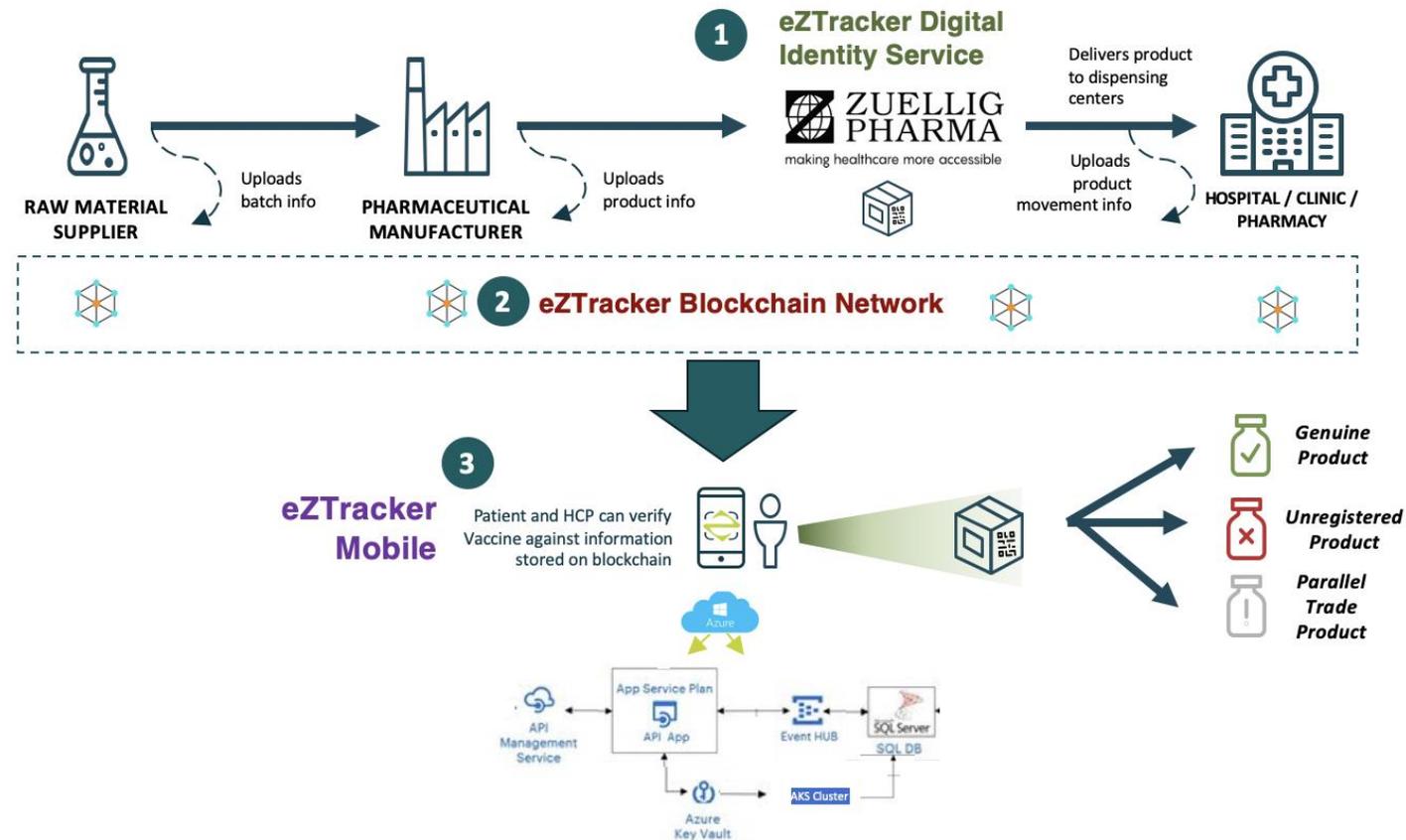
With the power of Microsoft Azure & Blockchain, eZTracker have deployed a non-intrusive method of information exchange that protects data ownership and ensures data accuracy.

- All parties commit to make available all activity information relating to each batch and each unique product

## eZTracker Mobile **3** A way for patients to access this info

- Instantly check if a product is from an authorised source
- Protected from counterfeit products
- Information is safe and secure, held in the Azure Cloud

eZTracker on **Microsoft Azure** drives the acceleration of global safety in pharmaceuticals, **saving millions** from counterfeit medication and enabling organizations to securely monitor and reduce costs within their supply chain.



# Customer success: MSD's Gardasil-9 vaccine in Hong Kong

MSD was looking for a solution to **enhance the traceability** of their products and give patients a way to **verify the authenticity** of their HPV vaccines. eZTracker was launched in Hong Kong in April 2020 to tackle counterfeiting of MSD's Gardasil-9 HPV vaccine.



## The challenge

In 2019, authorities exposed HK clinics who were administering counterfeit Gardasil 9 vaccines (HPV vaccines). This caused major panic and complaints among patients who were worried about the authenticity of their Gardasil 9 vaccines. The challenge was to reassure patients about the authenticity of their Gardasil 9 vaccines

## The solution

With the power of Microsoft Azure & Blockchain, Zuellig Pharma deployed eZTracker, a non-intrusive method of information exchange that protects data ownership and ensures data accuracy with virtual queries.

## The Outcomes



**TRACE** – Using blockchain, eZTracker identifies the manufacturer and country of origin, helping to address falsified and cross-border products.



**STRENGTHEN** – eZTracker sends automatic alerts to the manufacturer and Zuellig Pharma upon detection of an unregistered pharmaceutical.



**EDUCATE** Raised awareness of the eZTracker Gardasil 9 launch and the importance of verifying product authenticity.

## RESULTS

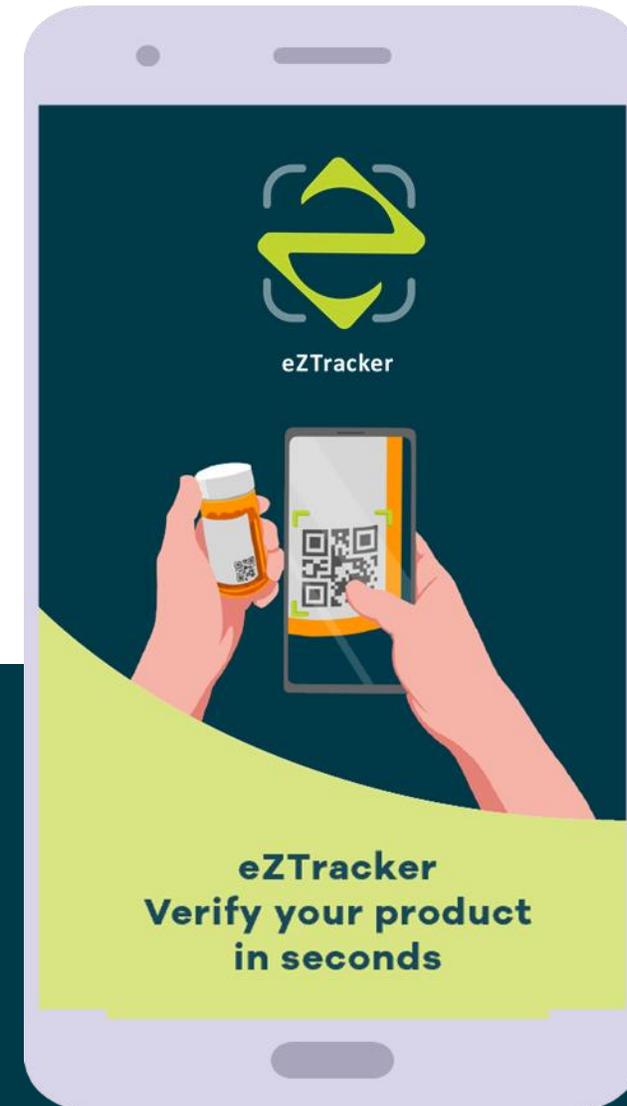
- No. of eZTracker app users: 24.5K users (15K China, 9K HK)
- 25% of the clinics dispensing Gardasil 9 have adopted eZTracker to scan the Gardasil 9 products before administering the vaccine
- Raised awareness of the eZTracker Gardasil 9 launch with 5.9 million impressions in our digital campaign.
- The launch was publicized in 10 media outlets including The Standard.
- 6400 scans to verify Gardasil 9 products.

# Wield your eZTracker and join in the mission to fight the fakes

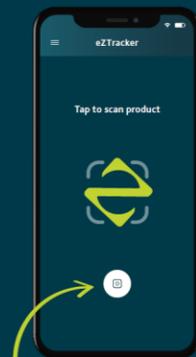
Ask a question via email: [eztracker@zuelligpharma.com](mailto:eztracker@zuelligpharma.com)

Learn more: <https://www.eztracker.io/>

Microsoft Commercial Marketplace offer



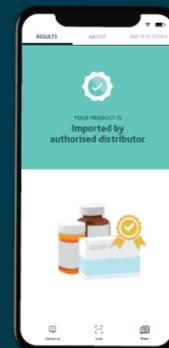
Just 3 simple steps:



STEP 1



STEP 2



STEP 3