



What is Digital Marketing?

Digital marketing is the practice of promoting products or services with the help of digital devices and technology.

In simple words, digital marketing is any form of marketing that occurs online with the help of mobile, laptop, internet, etc.

Types of Digital Marketing

1. Search Engine Optimization (SEO)
2. Paid Social and Paid Search Advertising
3. Email Marketing
4. Content Marketing
5. Affiliate Marketing
6. Mobile Marketing
7. Social Media Marketing



Digital Marketing is growing???

The digital era made everything from flowers to iPhones easier to buy on the web.

the advantages of Digital Marketing in customers' Point of view

1. Allowing consumers expanded choices
2. 24/7 convenience
3. competitive pricing
4. access to goods and services globally

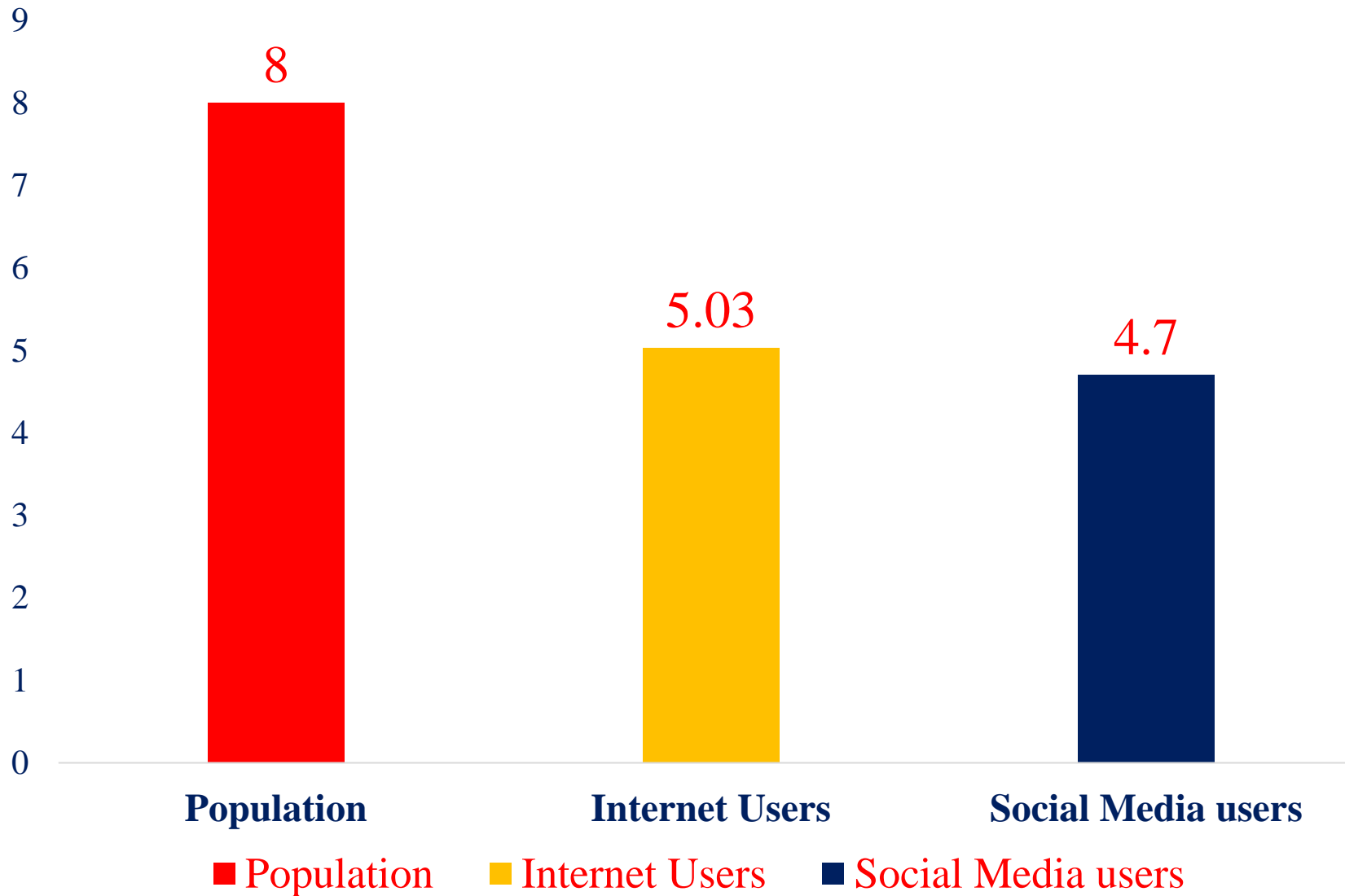
But ...have also empowered criminals with the same tools and platforms, leading to new and dangerous forms of cybercrime.



Digitalization and Health

- Health-related technologies are undergoing an evolution driven by the rapid emergence and dominance of the Internet in everyday life.
- Digital forms of direct-to-consumer pharmaceutical marketing have globalized in an era of free and open information exchange.
- The unregulated expansion has resulted in unaddressed global public health threats. Specifically, illicit online pharmacies are engaged in the sale of purportedly safe, legitimate product that may in fact be counterfeit or substandard. These cybercriminal actors exploit available direct –to- consumers mediums over the Internet to market their suspect products globally. (**Mackey and Liang, 2013**)

Worldwide Population, Internet and Social Media Users 2022 (in billions)



<https://www.statista.com/statistics/617136/digital-population-worldwide/> (July, 2022)

Population, Internet and Social Media Users



Social Media Users
4.7 Billions= 93% of
Internet Users

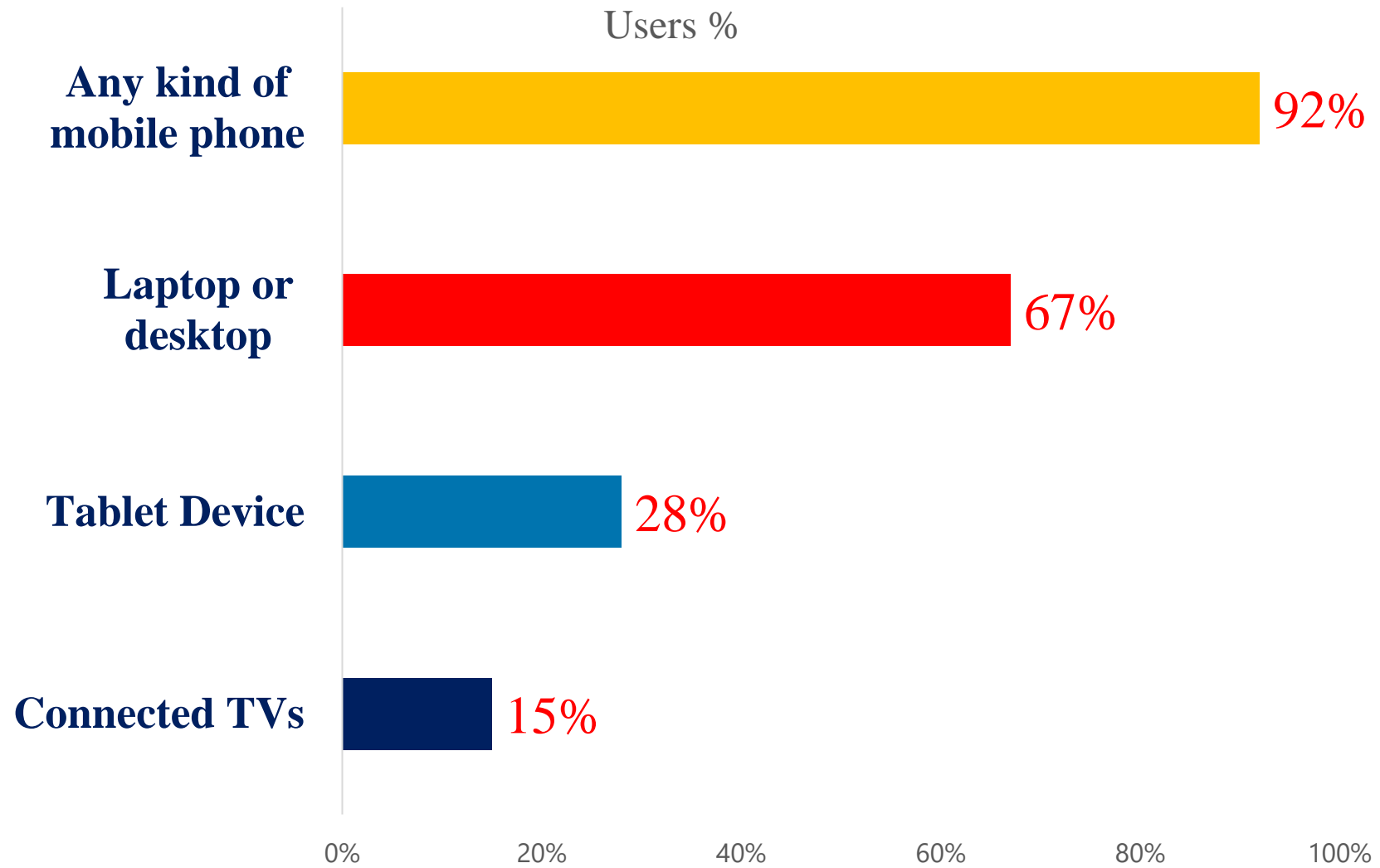


Internet Users
5.03 Billions= 63%

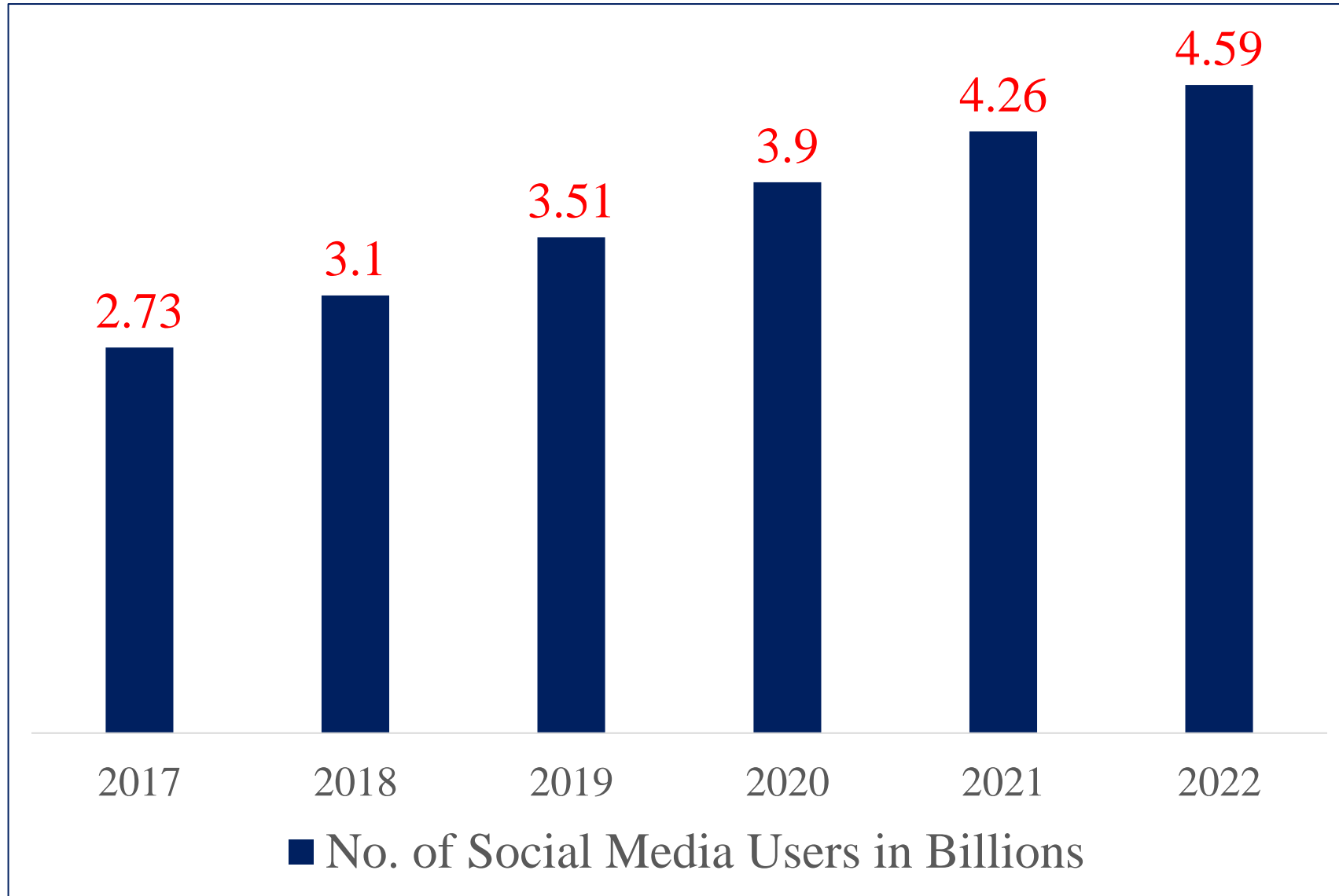


Total Population
8 Billions= 100%

Global Internet Access Q1 2022, by Device



Number Of Social Media Users Worldwide From 2017 To 2022 (in billions)



<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users>

Internet is becoming a main source of Information

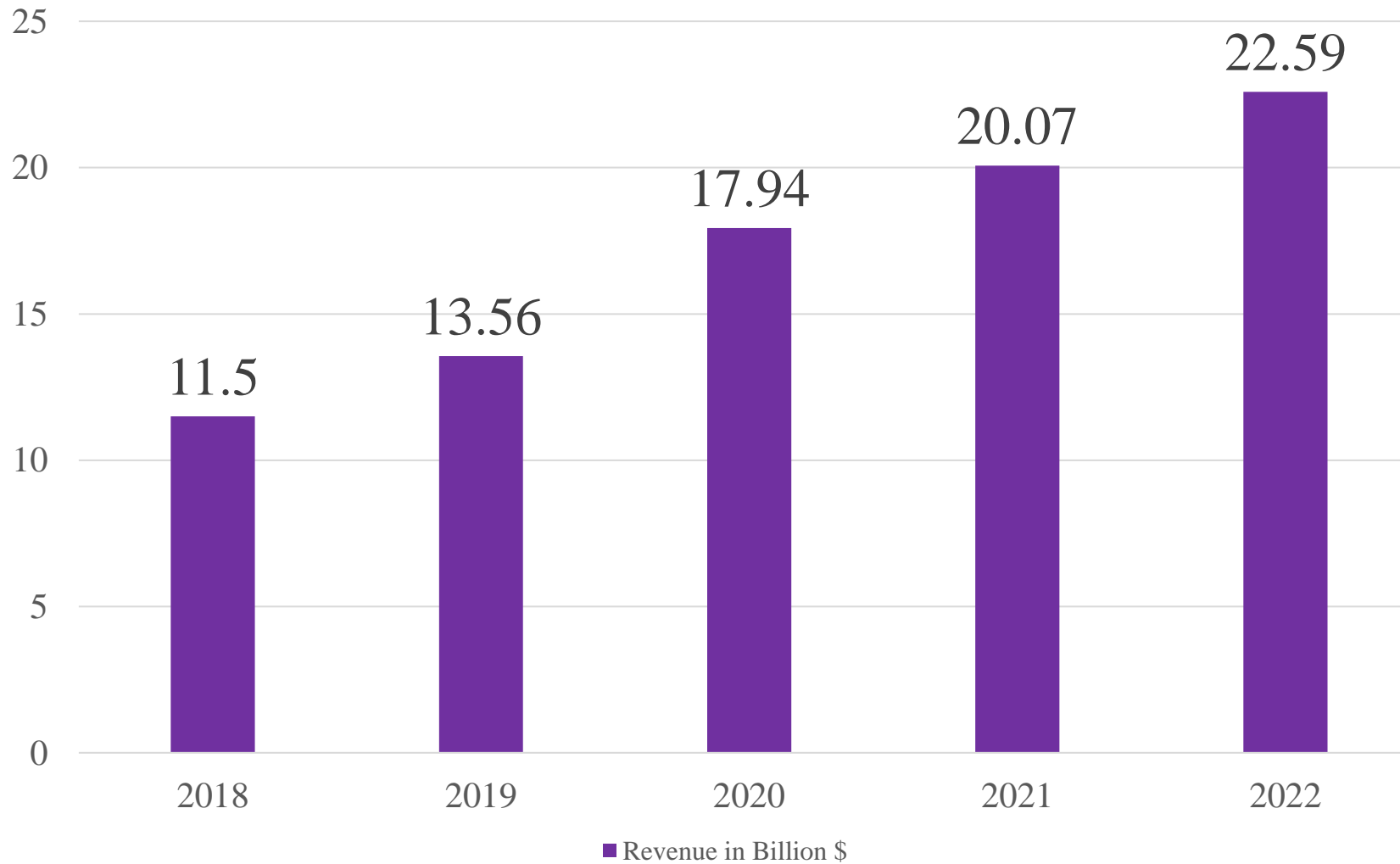
- The growing popularity of the internet has made Worldwide Web a significant source of information, products, and services.
- Information including those related to health have never been more accessible.
- As the number of internet users constantly increases, marketing of products and services, including medicine, food supplement, cosmetics, on the internet is becoming significant strategy for their promotion and sale (J Med Life 2017).

Internet is becoming more favorable place to buy Medicinal products... But ???

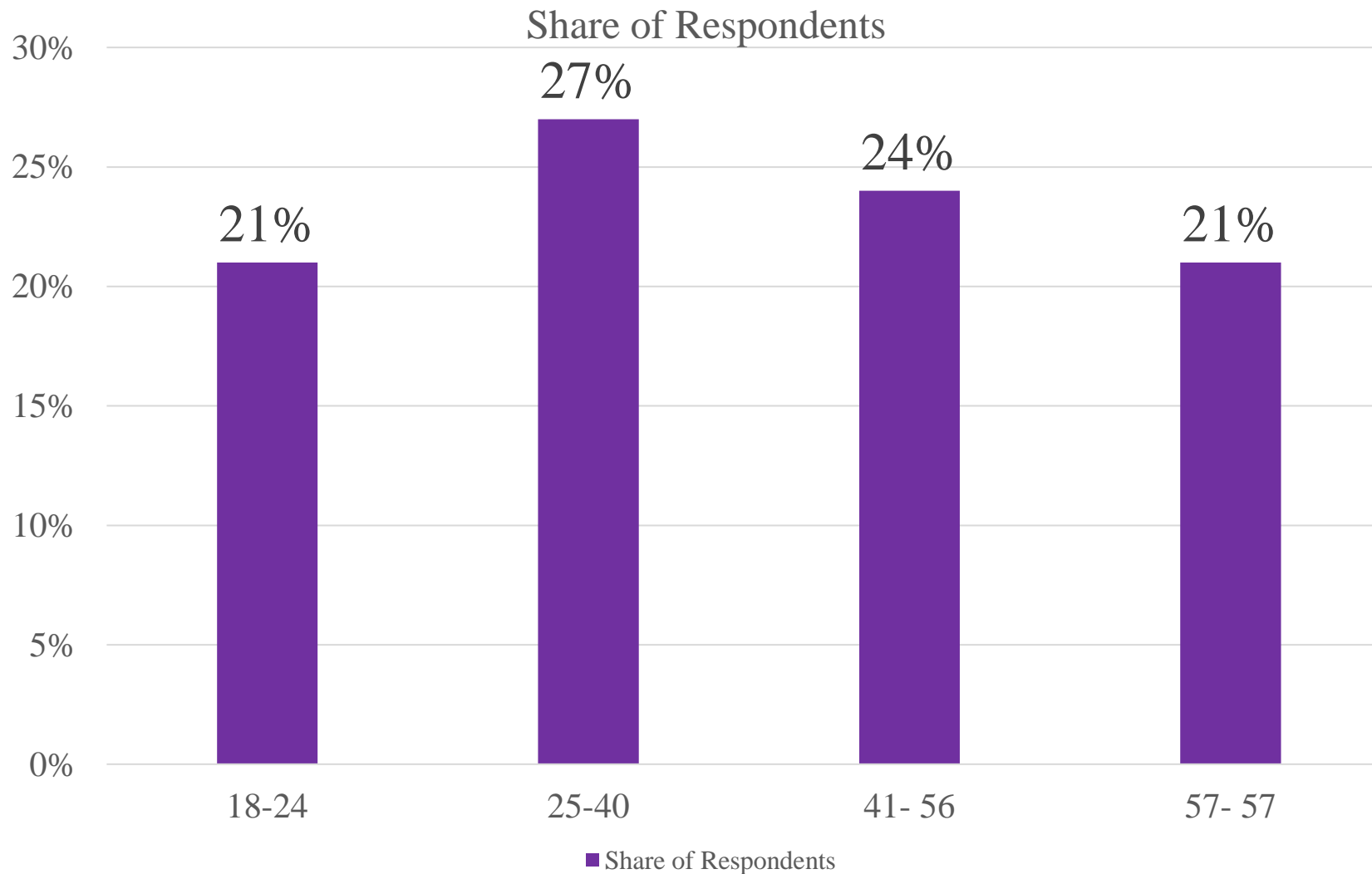
- With the ease of internet accessibility, people are using different websites, social media platforms to search medicine and compare sales price.
- Criminals and drug trafficker produce mass quantities of counterfeit drugs and supply them through illegal network and online marketing.
- Social media has given a perfect opportunity to drug dealers for supplying illicit drugs through online purchasing. The sale of counterfeit and illicit drugs in social media is serious problem for pharmaceutical industries.

Revenue of online pharmacies worldwide

Revenue in Billion \$



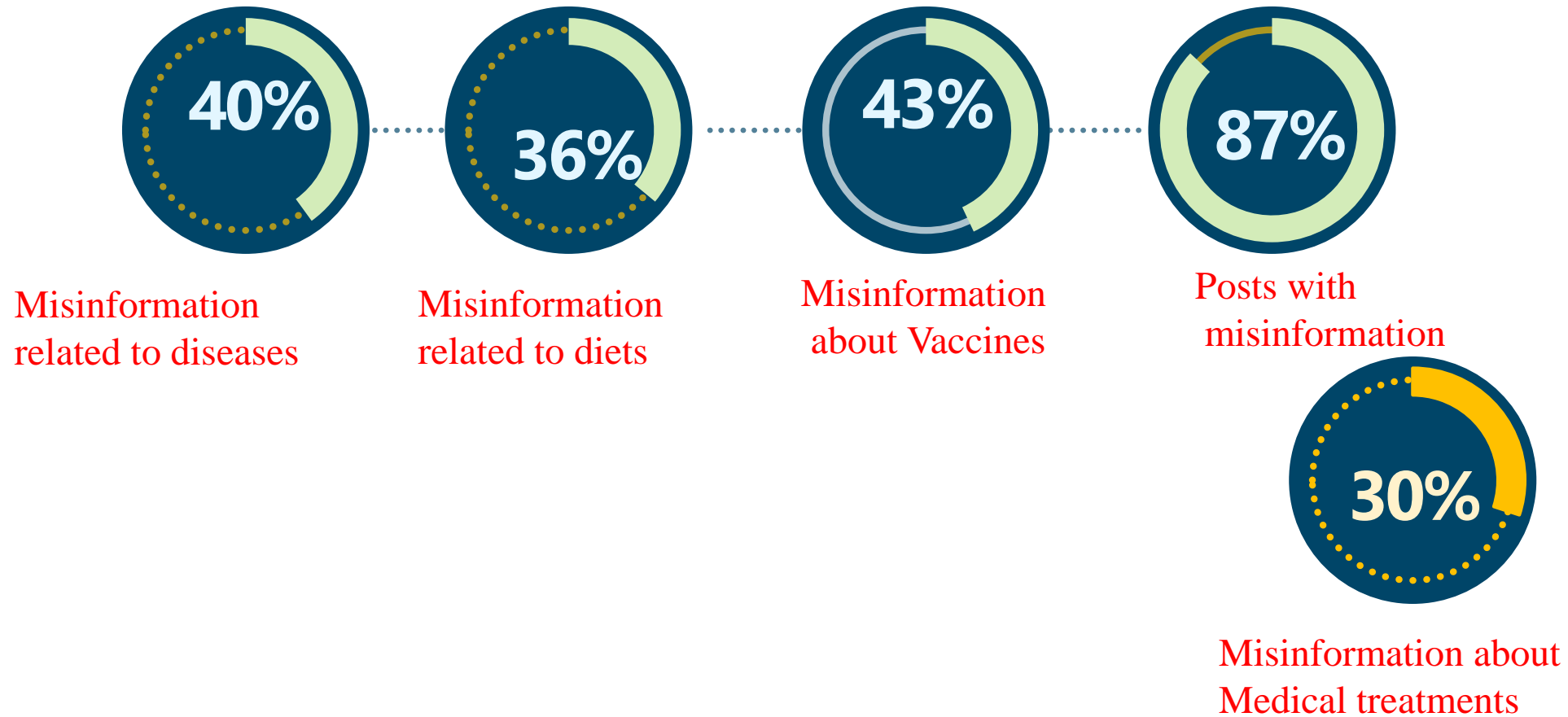
Share of global consumers purchasing pharmaceutical products online in 1st quarter 2022, by generation



Drug information, misinformation, and disinformation on social media



Prevalence of Health Misinformation on Social Media



Prevalence of Health Misinformation on Social Media: Systematic Review, J Med Internet Res. 2021 Jan.

Dangers of Buying Medications Online

Some websites that sell medications:

1. Are not licensed pharmacies or pharmacies at all.
2. Sell a prescription medication if you do not have a prescription, which is against the law.
3. May require you to fill out a questionnaire and then use that information only to diagnose your problem without healthcare provider's oversight, the online pharmacy may give you a diagnosis that is not correct and sell you medication that is not right for you or your condition.
4. Do not provide you with information about your medication, or provide you with information that is inaccurate or misleading.
5. Do not protect your personal information, such as your credit card number and address.

<https://www.verywellhealth.com/online-pharmacies-are-they-safe-1738888?>

Dangers of Buying Medications Online

Some medications sold online by these illicit online pharmacies:

1. Are fake
2. Have not been manufactured properly
3. Are too strong and may cause unwanted side effects
4. Have hidden ingredients
5. Have ingredients that may be dangerous to your health
6. Have expired or are out of date
7. Are not approved by MoH and have not been checked for safety and effectiveness
8. Are not safe to take with other medications that you are using
9. Are not labeled, stored, or shipped correctly

<https://www.verywellhealth.com/online-pharmacies-are-they-safe-1738888?>

Fake and counterfeit drugs is a global Phenomena

- A warning from the FDA says that 97% of drugs sold through online pharmacies are fake or not approved by the government
- "Highly sophisticated criminal enterprises are utilizing malware, engaging in identity theft, and selling medicine that does not work, or worse, is dangerous to your health," the FDA warning says.
- The websites can often offer consumers medication without proper labeling, give people medication without a prescription and not give them directions on how to safely use the drug.

Substandard Fake Medications are more prevalent in low- and middle-income countries, where numerous supply chains run in parallel, causing variation in storage, time and supervision.

Counterfeit medicines are a large and growing problem

- About 10% of medicines worldwide could be substandard and falsified medicine ; however, this is difficult to quantify.

(Jean-Baptiste T, Carpenter J, Dahl K, et al, 2020) (Mackey T., 2018)

- USD 11 million in illicit medicines seized in global INTERPOL operation, July 2022
- According to the World Health Organization, counterfeit, contaminated, and fake medicines, along with substandard formulations and active ingredient substitutions, are a \$431 billion market. (*Garrett L. Policy Innovation Memorandum No. 21. Council on Foreign Relations. 2016.*)
- The global market for online pharmacies based on the information from cyber security specialists is estimated at about \$ 81.6 billion, and according to forecasts, its growth may increase to \$ 244 billion by 2027 (Miller et al., 2021).

Fake and counterfeit drugs is a global Phenomena

- Most of the online Pharmacies work illegally, especially in countries with insufficient legal regulation of pharmaceutical activities. Illegal Internet pharmacies are well versed in digital marketing strategies, including search engine optimization and social networks (Mackey & Nayyar, 2016).
- According to cyber security experts, 96% of all global online pharmacies operate outside the legal framework, illegally, without complying with regulatory documents (CSIP, 2016).

<https://verifybeforeyoubuy.org/>

97%
of online
pharmacies are
unsafe
According to the FDA.



Criminal drug networks are flooding the U.S. with deadly fake pills.

- Criminal drug networks are mass-producing fake pills and falsely marketing them as legitimate prescription pills to deceive the American public.
- Counterfeit pills are easy to purchase, widely available, often contain fentanyl or methamphetamine, and can be deadly.
- Fake prescription pills are easily accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smartphone, including minors.
- Many counterfeit pills are made to look like prescription opioids such as oxycodone (Oxycontin®, Percocet®), hydrocodone (Vicodin®), and alprazolam (Xanax®); or stimulants like amphetamines (Adderall®).



For more information about counterfeit pills, go to [DEA.gov/OnePill](https://www.dea.gov/OnePill)

Data as of December 2021



**Photos of counterfeit pills do not represent all available fake pills.*

Misleading Sites Name



A screenshot of the website www.reynoldsdrug.com. The browser address bar shows the URL. The website header features the "Drugstore" logo with the tagline "THE BEST SERVICES". To the right of the logo are logos for VISA, MasterCard, American Express, Discover, and eCHECK. A promotional banner on the right side of the header offers "FREE VIAGRA PILLS" for orders over \$300 (12 pills) and for other orders (4 pills). Below the header is a navigation menu with links for Home, How to Order, Contact Us, and About Us, along with a search bar. The main content area is divided into two columns. The left column lists "CATEGORIES" including Men's Health (Viagra, Cialis, Propecia, T-Ject 60, Avodart, Priligy, Flomax, Proscar, Levitra, Kamagra), Weight Loss (Orlistat, Acomplia, Herbal Phentermine), and Insomnia (Elavil, SleepWell). The right column has a heading "Reynolds Drug Store !" followed by a welcome message and a list of services: Drugs (buy with prescription), Home Health Aids, Beauty Products, Gifts and Gift Registry, Jewelry, and Greeting Cards. At the bottom of the page, there is a small line of text: "Looking for reynolds drug store with pharmacy? Always found Reynolds".

Warning letters about serious risk of buying medication online (USA & Australia)

Zhong Hua Niu Bian tablets pose a serious risk to your health and should not be taken.

- Tablets contain **Chloramphenicol and Sildenafil**

[02-11-2016] The Food and Drug Administration (FDA) is advising consumers not to purchase or use Zhong Hua Niu Bian, a product promoted and sold for sexual enhancement on various websites, including www.zhonghuaniubian.com FDA laboratory analysis confirmed that Zhong Hua Niu Bian contains **Sildenafil**.



Australian Government

Department of Health and Aged Care
Therapeutic Goods Administration



Warning letters about serious risk of buying medication online

[7-28-2022] The Food and Drug Administration is advising consumers not to purchase or use Honeymoon Exclusive For Men & Women.

FDA laboratory analysis confirmed that Honeymoon Exclusive For Men & Women contains **Tadalafil** and **Sildenafil**.



[4-25-2022] The Food and Drug Administration is advising consumers not to purchase or use Kingdom

FDA laboratory analysis confirmed that Kingdom Honey Royal Honey VIP contains **Sildenafil**



Warning letters about serious risk of buying medication online (USA)

[02-28-2015] The Food and Drug Administration (FDA) is advising consumers not to purchase or use Seven Slim, a product promoted for weight loss.

FDA laboratory analysis confirmed that Seven Slim contains **Phenolphthalein** due to cancer-causing risk.

[7-22-2022] The Food and Drug Administration is advising consumers not to purchase or use Lipopastilla + Gold Max, a product promoted and sold for weight loss

FDA laboratory analysis confirmed that Lipopastilla + Gold Max contains **Sibutramine and Phenolphthalein**. Sibutramine is a controlled substance that was removed from the market in October 2010 for safety reasons.



Warning letters about serious risk of buying medication online (USA)

[4-20-2022] The Food and Drug Administration is advising consumers not to purchase or use Artri King, a product promoted and sold for joint pain and arthritis.

FDA laboratory analysis confirmed that Artri King contains **Diclofenac and Dexamethasone** not listed on the product label.



Warning letters about serious risk of buying medication online (Israel)



قسم الرقابة والتطبيق في وزارة الصحة يحذر من شراء واستعمال مستحضرات التحيف التي تباع باسم ماركة "سليم لين"، سليم اكسترا – 7" و- "سليم اكستريم/ سليم اكستريم Slim-Extra, Slim Xtreme Gold/Slim-Xtreme و-Slim-Lean7 غولد".

هذه المستحضرات معروضة على الجمهور كمستحضرات طبيعية وتباع بواسطة شبكة الإنترنت من قبل تجار غير مرخصين.



خلال فحص أجرته وزارة الصحة تبين أن هذه المستحضرات تحوي المادة الفعالة ، التي حظر تسويقها، والمرتبطة بعدة حالات وفاة وعلاج في المستشفيات **Sibutramine** في الولايات المتحدة.

في إسرائيل، تناول هذه المواد ارتبط في الماضي بعدة حالات علاج في مستشفيات مثير، هداسا هار هتسوفيم، بني تسيون ورمبام، حيث بلغ الأشخاص الذين تناولوها عن ضعف، نبض قلب متسارع، بلبلة وآلام في العضلات.



https://www.health.gov.il/Arabic/NewsAndEvents/SpokemanMesseg/Pages/08052014_1.aspx

Palestine

تحذير بخصوص منتجات التنحيف Magic Plus, Black Coffee Diet

عزيزي المواطن

نؤكد على ضرورة عدم استخدام منتجات التنحيف **Magic Plus و Coffee Black Diet** التي تقوم الصفحات الالكترونية بالترويج لها على انها تحتوي على مواد طبيعية عشبية بينما تبين وثبت انها تحتوي على مادة **Sibutramine** التي حذرنا منها عدة مرات في السابق ومنع تداولها عالميا ومحليا ويمكن ان تسبب الوفاة ، بالاضافة الى احتواءها على مادة **Ecstasy** التي قد تؤدي الي تدمير خلايا الدماغ وقد تسبب خلل في الذاكرة واضطرابات قلبية. حرصا على سلامتكم يرجى الابتعاد عن استخدام و شراء أي من هذه المنتجات واتلاف ما تم شراؤه منها من خلال الصفحات الالكترونية المضللة والغير موثوقة والتي تهدف الى تحقيق ارباح مالية دون الاهتمام بصحتكم.



الادارة العامة للصيدلة دائرة المعلومات الصيدلانية



اللجنة الفرعية ALQUDS PHARM ASSOCIATION
Follow لنقابة الصيدالة - محافظة القدس
Ali Freitekh · 6. Sep ·

الكشف عن حبوب للتنحيف تحتوي على إكستازي ومواد ممنوعة أخرى
تحذر وزارة الصحة من حبوب للتنحيف تُباع في الأسواق بإسم Magic Plus وبودرة Black Coffee Diet لاحتوائها على إكستازي ومواد ممنوعة أخرى، علماً أن شخصاً مكث في المستشفى في الأسبوع الأخير بعد تناوله المنتجين المذكورين.
وتحذر وزارة الصحة من استخدام المنتجين حيث يتم تسويقهما بطريقة غير قانونية بهدف النزول في الوزن والتي من شأنها تعريض صحة الجمهور للخطر بشكل فوري ويمنع استخدامها. ويستدل من فحوصات مخبرية أن الحبوب شملت المخدر الخطير وغير القانوني إكستازي (MDMA) والمادة الفعالة سيبوترامين الممنوعة من التسويق إثر أعراضها الجانبية ومنها تضرر القلب والهلوسة.
وأما منتج Black Coffee Diet والذي يُباع كبودرة للتنحيف فقد وُجد في الفحوصات المخبرية أنه يحتوي على المخدر الخطير وغير القانوني إكستازي (MDMA) والمادة الفعالة سيبوترامين.
تناشد وزارة الصحة المواطنين بشراء منتجات الحمية الغذائية من الأماكن المرخصة فقط كالصيدليات والإمتناع عن شرائها عبر شبكات التواصل الاجتماعي ومواقع الانترنت غير المعتمدة.

أدوية الإنترنت تقتل المرضى لا الأوجاع



ان شراء الأدوية عبر وسائل التواصل الاجتماعي والإنترنت خطر على الصحة العامة ، حيث إنها تكون مجهولة المصدر، وأن نسبة كبيرة من هذه الأدوية تكون مغشوشة بمواد أخرى سامة ممنوعة دولياً قد تؤدي إلى الموت في حال استخدامها كما هو الحال مع مستحضرات التجميل والمنشطات والعديد من المكملات الغذائية .

**الادارة العامة للصيدلة
دائرة المعلومات الصيدلانية**



KSA

الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



SHARK EXTRACT Tablet

اسم المنتج

مستحضر طبيعي مكون من خلاصة سمك القرش وخالي من المواد الحوائية
ومفعال في معالجة الضعف الجنسي

الاحياء الطبي

المستحضر غير مسجل، وبحمل ادعاءات مضللة، وجرى غشه بمادة "SILDENAFIL"
الحوائية التي لا تستخدم إلا بموجب وصفة طبية، وتحت إشراف طبي، خصوصاً
لمرضى القلب والضغط وكبار السن، إضافة إلى غش المستحضر بمادة
"PARACETAMOL" الحوائية التي تستخدم خافضة للحرارة ومسكنة للألم.

سبب التحذير

للإبلاغ عن الأعراض الجانبية للأدوية والمستحضرات

المركز الوطني للتبليغ والسلامة الحوائية

هاتف 8002490000

البريد الإلكتروني: npc.drug@sfga.gov.sa

رابط الإبلاغ الإلكتروني: <https://ade.sfga.gov.sa>

Saudi_FDA

#الغذاء_والدواء

SFDA 19999
مركز التبليغ الحوائي

www.sfga.gov.sa
بالاهم نهتم

<https://www.al-jazirah.com/2017/20170118/lp7.htm>

Egypt

أخبار الحوادث



بيع الأدوية عبر الإنترنت

«الصيدلة» تواجه بيع الأدوية عبر الإنترنت

<https://m.akhbarelyom.com/news/newdetails/3677067/1/>-عبر-الإنترنت-الصيدلة-تواجه-بيع-الأدوية-عبر-الإنترنت

حجب مواقع إلكترونية تروج لمنتجات دوائية بالأردن



<https://www.khaberni.com/news/535903>

خبرني - حجبت هيئة الإعلام عددا من المواقع الإلكترونية
تقوم بالترويج والتسويق لمنتجات دوائية وبيعها دون
الحصول على التراخيص اللازمة.
كما وجهت الهيئة كتابا لوحدة الجرائم الإلكترونية في
مديرية الأمن العام بالصفحات الموجودة على منصات
التواصل الاجتماعي لاتخاذ الإجراء اللازم بحقها.

Conclusion

- Illicit online pharmacies represent a significant global and national public health and patient safety risk.
- Existing governance mechanisms are insufficient and include lack of adequate adoption in national regulation, ineffective voluntary governance mechanisms, and uneven global law enforcement efforts that have allowed proliferation of these cybercriminals on the web.
- In order to effectively address this multistakeholder threat, inclusive national governance strategies that engage the information technology, law enforcement and public health sectors should be established.



Recommendations



1. New regulations should be developed to control buying medications, supplements and skincare products on social media platforms and online pharmacies.
2. Technical interventions to ensure safe pages or websites, like FDA web sites; <https://verifybeforeyoubuy.org> , www.pharmacychecker.com
3. Acts to weed out non officially registered or approved products.
4. Treat selling and trading fake medications as criminal acts.
5. Launching awareness campaigns about the danger of fake products.
(FDA's BeSafeRx campaign)
6. Collaborative efforts to avoid the risk of fake products and misleading information.

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Thanks for your Active Listening