

Online Pharmaceuticals Basis of a Win-Win Activity

When we talk of a win-win situation, we are naturally referring to all the players in the trade, be it the company that supplies, the corporate that manufactures, or the consumer that purchases. There are more players in the online pharmaceutical trade, like the pharmacist and the doctors, but we shall restrict to just the manufacturer and the supplier. We already know that the fraudulent online pharmacies that totally outnumber the regulated ones, the win-win pertains to illegal transactions by the supplier and the illegal means of obtaining narcotic drugs by the consumer. That is a negative win-win. While admitting that we are not aware of a positive win-win situation or synergy to cite as an example, we do see that such a model is not far away as it binds the legal entities to the rules and regulations, while leaving the enforcement agencies to hunt down the fraudulent online pharmacies that flout every rule in the book. This positive win-win strategic partnership between the pharmaceutical manufacturing company and the online pharmacy retailer is somewhat on line with the distribution network or supply chain applicable to any normal pharmacy whole-sale distributor or a drug-store retailer. These selling outlets are appointed by the pharmaceutical company and need to have a valid license to sell scheduled medicines and drugs. Both the manufacturer and the seller are governed by regulations and laws and also subject to regular checks to ensure adherence of all statutory requirements. The whole-sale distributor may represent as many companies as their infrastructure and finances permit, and can sell to only the licensed retail outlets. Similarly, the retailer is expected to stock medicines of practically all the companies and can sell medicines only on the basis of a valid prescription, except for the over-the-counter medicines. The above is so far applicable to the land-locked visible units, but unfortunately not to the online "invisible"™ pharmaceutical trade, where the supplier can sell any drug of any company in any quantity to any one without so much as a valid prescription. They can even advertise a drug to mention the benefits and offer "bargains"™ as though they are dealing with some cosmetic products. The advertising and the quoting of lucrative offers is a blatant violation of laws that govern the pharmaceutical trade. Now imagine the scenario where the same modus and the same laws govern the online pharmaceutical trade, with the exception that an outlet may supply any quantity provided there is a back-up to support the sales either to another licensed vendor, or to a consumer with a valid prescription. In this scenario we have created a validated online pharmacy outlet that still provides the convenience of finger-tip indents and the home delivery. In fact, the valid online business outlet will then give "fair"™ competition to the land-based outlets, and all within the confines of the laws that are basically to ensure fair practices and safeguard consumer interest. The strategic and positive win-win partnership would then allow a sourcing and distribution process where customers can feel secure, and the monitoring agencies can focus only on the curtailing measures of the fraudulent trade.

About the Author

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