

# COMMON GOOD PHARMA

A summary of Common Good Solutions to some of the key challenges  
in the pharmaceutical sector.

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WHITEPAPER  
OF  
COMGO

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## Summary

COMGO is the platform of the Common Good Ecosystem (CGE)<sup>™</sup> where individuals and organizations of all sizes participate to achieve the common goal of improving the common good index of the world. Comgo Pharma aims to provide transparency, trust, accountability, provenance and auditability to the Pharmaceutical sector. For this purpose, COMGO Pharma provides the platform to create a trusted network powered by blockchain to prevent falsified and counterfeit medicine incidents and to protect patients worldwide. Comgo allows all the members in the network including manufacturers, wholesale distributors and pharmacies to request and get approved for a Social Impact Profile (SIP) for their contributions and efforts towards social impact, and will be rewarded with newly created Comgos -the Common Good Coins. Common Good Coin or Comgo is the medium of economy in the CGE, which is based on trust being the fundamental building block for common good. These Comgos will be a store of value, but also medium of exchange for common good actions that may include registration in continuing professional studies in Universities or institutions that belong to the CGE. With Comgo, anyone can participate in creating a social impact and build their social impact rating (SIR).

The collective contributions through blockchain technology from all members of the sector will provide protection to patients worldwide and will significantly improve their health. Furthermore, Comgo Pharma will contribute to restore today's lack of trust, transparency and traceability, which is a key challenge in the Pharmaceutical industry resulting in poor quality, increased cost, inefficiency and increased fraud.

## Purpose

To provide the right tools and technologies necessary to surveillance, security and improvements to pharmaceutical governance of drug supply chains in order to prevent falsified and counterfeit medicine incidents and protect patients worldwide by creating a sustainable trusted network in the Pharma sector.

## INCREASE CUSTOMER VALUE AND TRUST

According to the European Medicines Agency (EMA) the phenomenon of falsified medicines is on the increase and not only include expensive 'lifestyle' medicines, such as hormones and steroids, but anticancer medicines, and medicines in high demand, such as antivirals. In developing countries, they have included medicines used to treat life-threatening conditions such as malaria, tuberculosis and HIV / AIDS.

It is important to differentiate between Falsified medicines (fake medicines that are designed to mimic real medicines) and Counterfeit medicines (do not comply with intellectual-property rights or that infringe trademark law). Both are a health threat.

The FDA and EU legal frameworks for the licensing, manufacturing and distribution of medicines (e.g. 2011/62/EU Directive) pretend to prevent the falsified medicines problem, studies of global pharma supply chains conclude that little is known about the precise scope of the problem and few mechanisms exist to monitor it. There is an urgent need to make necessary changes to surveillance, security and improvements to pharmaceutical governance of drug supply chains.

Individual pack verification combined with the block chain technology will provide enhanced protection to prevent the entry into the legal supply chain of falsified medicinal products. Moreover, COMGO will provide absolute confidence on the part of the consumer in pharmaceuticals, health care providers and all the players involved in the process.

## INCREASE TRANSPARENCY IN SUPPLY CHAIN

Individual pack verification and the use of the block chain technology of COMGO could limit illegal commercialization of counterfeit medicines in which some Pharmacies and pharmaceuticals distributors have been involved. Systematic diversion of medicines subsidized by Social Security Systems to sell them abroad at black-market prices has caused lack of availability of essential medicines and a significant decrease of trust in the sector by the general public. Pharmacies and distributors contributing to surveillance of these activities through COMGO will have a positive impact in the Social Impact Rating category.

Individual pack verification and the use of the block chain technology of COMGO will help as well to limit falsified medicines. Moreover, it will be critical to verify not only the medicine, but all active substances and excipients used in the manufacture of the medicine.

## DECREASE COST OF AUDIT

Individual pack verification combined with the use of blockchain provide trust, accountability and auditability through transparency and automation of transactions immutability of data, traceability of goods and disintermediation of governance.

Manufacturers, wholesale distributors, pharmacies and Social Security Systems will form a big network of peers reviewing every transaction, and there must be a consensus that the transaction is valid. These peer-review will ensure the traceability of the transparency in supply chain for manufacturers, wholesale distributors and pharmacies to end users.

Not only an individual pack of a subsidized drug will be unique according to the blockchain, but the origin and use of all the active substances and excipients will be verified by the Common Good Pharma Ecosystem: Manufacturers, wholesale distributors, pharmacies and social security systems.

## IMPROVE THE COLLECTIVE SOCIAL RESPONSIVENESS OF YOUR ORGANIZATION.

All the members of the Common Good Ecosystem (CGE)™; manufacturers, wholesale distributors, pharmacies should interact guided by common good principles which are mainly adoption of ethical practices and social responsibility.

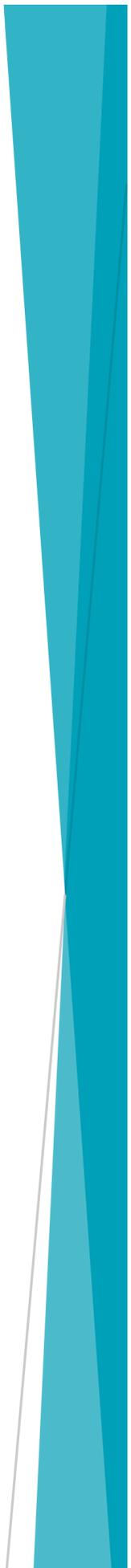
- This model will decrease bureaucracy for Pharmacists. They will be incentivized to positively participate and implement Pharmaceutical Care. This is critical step in any Social Security System since the pharmacist is the main health provider professional to follow up the patient and identify the unavoidable Drug Related Problems (DRPs) that constitute the 4<sup>th</sup>-6<sup>th</sup> cause of hospitalization all over the world. This will provide a prompter and safer correction of the problem which will positively impact patient's health but also will save money, time and resources to Social Security Systems. The pharmacies that positively participate in pharmaceutical care will be rewarded with a Social Impact Profile (SIP), for their contributions and efforts towards social impact, or will be rewarded with newly created Comgos. These Comgos will be a store of value, but also medium of exchange for common good actions that may include registration in continuing professional studies in Universities or institutions that belong to the CGE.

- Pharmaceutical industry and wholesale distributors: blockchain technology offers an unalterable peer-to-peer recordkeeping system that enables communities to securely record and share information. The terms of every transaction remain irrevocable and immutable and open to inspection to authorized stakeholder. The high visibility provided by blockchain allows early problem detection and eliminates human intervention in making complex decisions. COMGO Pharma model suppose an increased in efficiency due to data management, artificial intelligence and automation and diminish transactional costs, frequent mismatches and errors in manual paperwork. Parts of the capital obtained applied by the COMGO Pharma business model should be invested in basic and clinical research projects, promotion of health, education, equal opportunity, world peace and charity.

Finally, as every cause on the COMGO platform will be categorized based on the magnitude of impact derived based on the number of beneficiaries impacted and will determine the social impact rate of the company. This social impact rate will improve the collective social responsiveness of the organization and will allow to attract new and better customers.

## Conclusion

The collective contributions through blockchain technology from all members of the sector will provide protection to patients worldwide, will significantly improve their health and increase the general trust in the sector. Furthermore, it will save money, time and resources to Social Security Systems.



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