



## **ASOP EU MISSION, STRATEGY AND GOALS**

### **Mission Statement**

"Together we will create an environment that enables patients to buy their medicines online safely (where permitted by law)."

### **Strategy Statement**

"Our coalition will champion, drive and support powerful outcome-oriented initiatives that will make the buying of medicines online as safe as possible."

### **Goals**

An early objective for the coalition will be to develop and issue a 'call for action' inviting the European authorities to evaluate policies and legal measures to tackle illegal online sales and launch a dialogue with key stakeholders including internet intermediaries to take action against illegal online pharmacies. The coalition will play a valuable role in demonstrating broad-based support for urgent action to tackle this patient safety threat. It should rapidly become a trusted partner of the authorities as measures are developed to deal with illegal online pharmacies.