ASOP Global Welcomes New Members IQVIA and Translucent Datalab

Data Solutions Giants Join ASOP Global to Protect Patients from Illegal Online Drug Sellers

WASHINGTON D.C. – August 9, 2023 – This month, the [Alliance for Safe Online Pharmacies](#) (ASOP Global) welcomed new members [IQVIA](#), an accelerator of innovations that enable better health outcomes around the world, and [Translucent Datalab](#), a pioneering data hub that generates knowledge on illegal online pharmacies.

"ASOP Global's growing membership demonstrates our founding principles of collaboration with industry leaders and diverse stakeholders to advance patient safety worldwide," said Libby Baney, principal at Faegre Drinker Consulting and senior advisor to ASOP Global. "IQVIA and Translucent Data Lab are trailblazers in advancing solutions to deliver better patient outcomes online. I am grateful for their partnership and am eager to see how their contributions bolster ASOP Global's work."

Together, IQVIA and Translucent Datalab recently released the cutting-edge report, "[Assessing the Impact of Illegal Online Pharmacies in the U.S.,](#)" using artificial intelligence and big data methodology to detail the impact illegal online pharmacies have on public health. The report found that between 2019 and 2022, the number of prescriptions purchased yearly through illegal online pharmacies increased from 64 million to 85 million at a compounded annual growth rate of 10%. Furthermore, an estimated 12.6% of total adverse events could have been avoided if all drugs purchased from illegal online pharmacies had instead been purchased from legal pharmacies during the same period. This represents an estimated $67B cost for the U.S. healthcare system, in addition to patient health consequences.

IQVIA and Translucent join a growing body of distinguished organizations and companies that serve as [ASOP Global members and observers](#). Spanning the entire healthcare delivery system and internet commerce stakeholders, ASOP Global and its partners remain dedicated to educating consumers, healthcare professionals, and policymakers about the proliferation and dangers of substandard and falsified medicines online.

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ABOUT ASOP GLOBAL
The Alliance for Safe Online Pharmacies (ASOP Global), a 501(c)(4) nonprofit organization headquartered in Washington, D.C. with activities in U.S., Canada, Europe, Latin America and Asia, is dedicated to protecting consumers around the world, ensuring safe access to medications and combating illegal online drug sellers.

ABOUT IQVIA
IQVIA is a leading global provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry. IQVIA creates intelligent connections across all aspects of healthcare through its analytics, transformative technology, big data resources and extensive domain expertise. IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing information on a scale that helps healthcare stakeholders identify disease patterns and correlate with the precise treatment path and therapy needed for better outcomes.

ABOUT TRANSLUCENT DATALAB

Translucent Datalab is a technology spin-off from IE University that uses novel methods based on artificial intelligence and big data to generate knowledge about IOPs activities. Our project started in IE University from an ERC Starting Grant (2016) from the European Commission to explore the competitive dynamics of illegal online pharmacies, and received further funding in the form of an ERC Proof of Concept Grant in 2022 to turn our research endeavor into a technology start-up. The strong commitment to rigor and social impact that characterized our academic activities has become a fundamental part of Translucent Datalab's DNA. And we are not alone in this journey. Our Translucent Datalab's project keeps growing thanks to active collaboration with key partners in the pharmaceutical industry.