



ASOP Global Year in Review: Partnerships, Policymaker Engagement & Patient Protection

As 2025 comes to a close, [ASOP Global](#) and the [ASOP Global Foundation](#) are proud to reflect on a year defined by strong engagement with federal and state policymakers to protect patients from unsafe medicines and illegal online drug sellers. Through collaboration, research, and education, we advanced efforts to strengthen consumer safeguards, protect the pharmaceutical supply chain, and stop counterfeit products sold online.

Advancing Policy Engagement and Leadership

Throughout the year, ASOP Global prioritized direct engagement with policymakers at every level of government. In a September push, ASOP Global submitted a formal letter outlining the organization's policy priorities to [845 state legislators](#) and more than [250 federal lawmakers](#), reinforcing the urgent need for coordinated action to address illegal online drug sales, illegally manufactured medicines, and counterfeit products.

That engagement continued at ASOP Global's annual [All-Hands Meeting](#), which convened leaders from government, public health, industry, and patient advocacy. Participants examined emerging threats in the online medicine marketplace and identified policy and enforcement opportunities to protect patients.

Key highlights included briefings on legislative and regulatory developments, demonstrations of new tools to detect and disrupt counterfeit drug activity, and the addition of new expert voices to ASOP Global's Boards. The meeting reinforced a shared commitment to supporting our mission with data, expertise, and solutions that strengthen oversight and patient safety.

Elevating Risks and Informing Policymakers

ASOP Global also helped [elevate national awareness](#) of risks that are increasingly top of mind for lawmakers, including illegal drug importation. A [major CNBC investigation](#), featuring ASOP Global experts, highlighted how alternative funding programs (AFPs) and other workarounds can steer patients toward unregulated foreign drugs that fall outside FDA oversight.

Additionally, ASOP Global Board Member [Leigh Verbois](#) participated in a nationwide satellite media tour focused on the dangers of illegally manufactured medicines. The tour included 30 broadcast [interviews](#) across 47 states, generating more than 37 million impressions and reinforcing for consumers and policymakers alike the need for clear standards, strong oversight, and enforcement to protect patient safety.

Data to Guide Policy Solutions

New [survey data](#) released by the ASOP Global Foundation provided timely insight into consumer behavior and perceptions. While most Americans recognize that buying medicines online carries danger,

many continue to do so, and often without using trusted verification tools. The findings also highlighted confusion around online pharmacy regulation and high-demand medications, including GLP-1 drugs.

Examples of key findings include:

- Two-thirds of Americans (66%) now view purchasing medicines online as risky, a 22-point increase since 2023.
- Nearly one in four consumers who purchased medicines online reported receiving counterfeit or substandard drugs.
- More than one-third of U.S. adults (38%) have purchased prescription medicines online, with 55% of those consumers buying all or most of their prescriptions digitally.

These insights will continue to inform policy discussions in 2026 and beyond.

Looking Ahead

As we move into the new year, ASOP Global will continue working alongside policymakers, regulators, and partners to advance practical solutions that protect patients and strengthen the safety of the global drug supply chain. We are grateful to our partners and supporters for their continued collaboration and look forward to building on this momentum in the year ahead.

Learn more about our work at buysaferx.pharmacy.