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ASSESSING CALIFORNIA PHARMACISTS'  
KNOWLEDGE AND ATTITUDES REGARDING THEIR  
ROLE IN COMBATING COUNTERFEIT

MEDICATIONS (B4), Elaine Law, UC San Francisco  
Medical Center, San Francisco, CA ([elaine.law@ucsf.edu](mailto:elaine.law@ucsf.edu))  
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In recent years, the presence of counterfeit medications has become more prevalent in the United States. The Food and Drug Administration (FDA) has seen a 10 fold increase in the number of cases investigated between 2000 and 2006 with 6 cases reported in 2000, 22 cases in 2003, and 54 cases in 2006. With the rising cost of medications, patients seek the internet and other countries, to obtain their medications. Pharmacists are in a unique position to be the first line of defense in potentially identifying counterfeit medications, educating their patients on this growing threat, and ensuring that they order medications from legitimate wholesalers. Currently there is minimal data describing what pharmacists know about counterfeit medications and the challenges they face in dealing with these issues. This study seeks to assess pharmacists' knowledge of counterfeit medications, the barriers that prevent pharmacists from being more involved, and the utility of radio frequency identification technology (RFID). This is a one time cross sectional study using an electronic survey to collect data. Data will be analyzed using appropriate descriptive statistical analysis. Data is currently being collected and results are pending.