



Ministry of Health
Government of Romania

National Company UNIFARM



N.C. UNIFARM

***UNIFARM** is a national strategic pharmaceutical company in the field of health, owned by the **Romanian Government** through the **Ministry of Health**.*

***UNIFARM** currently has an excellent capillarity of the distribution system distributing to all **368 public hospitals, all private hospitals and clinics – 71 and over 1021 independent pharmacies** in active contracting registered by tax identification number - CUI.*

***UNIFARM** managed the pilot project of the **Ministry of Health, ROVAC** that involved the delivery of vaccines, within the National Programs, to the level of vaccination family doctors meaning **9047 offices throughout the entire country**.*

*The objective and mission of **UNIFARM** are to ensure the continuity and quality of the treatment for the patients in Romania. For that purpose, the **National Company UNIFARM** proposes the following project :*



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THE EMERGENCY CHANNEL

❖ **What is the Emergency Channel?**

The Emergency Channel is an emergency distribution channel. This is not a Direct to Pharmacy channel and this not a Direct to Patient channel.

❖ **Why Emergency Channel?**

*Because for commercial, production, parallel trade reasons or for any other reasons there are many medicines that **are not available for the patients in Romania. And the number of these medicines is increasing.***

❖ **What are the consequences of these discontinuities ? All negatives!**

Producers and importers put the products in to the market but these products do not always reach the patients or there are not in sufficient quantities. Patients, doctors, pharmacists, hospitals claim with a strong voice their lack from the market. Thus, the producers and importers face image problems and increased reputational risk. Pharmacies face the loss of customers. Patients are experiencing bad health condition.

So this is how the situation stands today: LOOSE – LOOSE – LOOSE



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OBJECTIVES

Ensuring the market with discontinuous or insufficient medicines, very precise, in emergency regime, for the treatment of Romanian patients.

➔ **A PROJECT FIT FOR ALL**

➔ **A DEDICATED CALL SERVICE**

➔ **SPECIALIZED PHARMACISTS**

➔ **JUSTIFIED ORDERS**

➔ **NATIONAL DELIVERY AND COVERAGE**

➔ **UNIQUE DOCUMENTATION**

➔ **CONSISTENT AND COHERENT INFORMATION**

➔ **TRANSPARENCY**

➔ **EFFICIENCY**

➔ **PATIENT ORIENTED**



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IS THIS PROJECT APPROVED BY THE ROMANIAN INSTITUTIONS?

YES, THIS PROJECT IS APPROVED AND SUPPORTED BY:

- **THE COMPETITION COUNCIL**
- **THE NATIONAL AGENCY FOR MEDICINES AND MEDICAL DEVICES IN ROMANIA**
- **THE MINISTRY OF HEALTH**



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PRINCIPLES

❖ THE PRINCIPLE OF FAIR COMPETITION:

*Products distributed on the **Emergency Channel** will be distributed exclusively on the **Emergency Channel**. Products distributed on the **Emergency Channel** will **NOT** be available on the classical distribution contract, at the same time. These will be highlighted in a separate addendum or contract.*

*From the perspective of the **Competition Council**, the **simultaneous distribution of products through a wholesale agreement and through the Emergency Channel** means **artificially increasing the distribution quota**. This is not recommended and we will respect this inquiry!*



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PRINCIPLE OF NON-DISCRIMINATION :

❖ Territorial non-discrimination

*Romanian patients are all over Romania, not only in big cities. And **all** of them will be served through this **Emergency Channel**.*



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❖ Non-discrimination in terms of product availability

*All valid and verified orders shall be honoured. We cannot decide who is saved and who is NOT. If we deliver for 2 patients we will deliver for the third. On the condition that **the project procedure and the validity of orders are confirmed.***



❖ Non-financial discrimination

UNIFARM will offer, in mirror, the terms of payment agreed with the producers and importers so that the pharmacies have enough time to be reimbursed by the National Health Insurance House.

*In the case of products with high values, UNIFARM will require from the pharmacies **simple guarantee instruments**.*

*Thus, **pharmacies** will be able to place orders under **normal conditions**, without being threatened by the risk of payment default.*



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REPORTING AND TRANSPARENCY

UNIFARM will report to the producers and importers constantly, at 15 or 30 days, depending on the frequency of deliveries, all information related to deliveries on the **Emergency Channel** (number of justified orders, number of deliveries, quantities, delivery points, etc.)

Additional, and in partnership with IQVIA, UNIFARM will report to them, the deliveries undertaken through the **Emergency Channel**. Thus, the producers will be able to check the **accuracy of reports** from 2 different and reliable sources.



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FINANCIAL GUARANTEES

*Although it is a **strategic pharmaceutical company**, 100% owned by the **Ministry of Health**, **UNIFARM** will fully cover the purchased and distributed merchandise with solid guarantee instruments, namely **Bank Guarantee Letters** issued by **BCR ERSTE**, in order to provide financial comfort for producers. So, from this perspective too, the risk for producers and importers is **ZERO!***



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Therefore :

BENEFITS FOR PRODUCERS AND IMPORTERS

BENEFITS FOR PHARMACIES

BENEFITS FOR PATIENTS

BENEFITS FOR THE PUBLIC HEALTH SYSTEM

ZERO COMMERCIAL AND FINANCIAL RISKS



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*So: We transform a LOOSE – LOOSE – LOOSE situation
into a
WIN – WIN – WIN situation*



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CONCLUSIONS

*Through this project, all the key actors, namely **PRODUCERS, IMPORTERS, PHARMACIES** and **UNIFARM**, honour their public service duty and strongly demonstrate their implication, concern and dedication to the benefit of the patients in Romania.*

THANK YOU FOR YOUR ATTENTION !