

Combating Medical Device Counterfeiting with Product Authentication Technology

CASE STUDY



Medical
Devices



Real-time
Alerts



Product Serialization
and Authentication

CUSTOMER PROFILE

MEDICAL PRODUCTS SUPPLIER

\$71 Billion Annual Revenue

128,000+ Employees

CUSTOMER CHALLENGES

A multi-billion-dollar subsidiary of a Fortune 500 company and global supplier of medical products experienced serious brand-confidence issues when patient fatalities resulted from the use of what appeared to be their product. An internal investigation revealed the tainted product was actually part of a professional and widespread counterfeiting operation. As a result, the company conducted a thorough review of anti-counterfeiting and product authentication technologies.

The brand had implemented multiple physical security packaging approaches with little or no impact on counterfeiting, so it turned to a more reliable and cost-effective solution. The company implemented OPTEL's Verify Platform for its unmatched serialization capabilities.

REQUIREMENTS

- Serialization using unique and unpredictable codes
- Item-level product authentication for consumers and supply chain partners
- Real-time alerts and reporting



RESULTS

OPTEL's Verify Platform generates secure, unique codes and deploys them "just in time" during production. Product codes are authenticated through a secure webpage or a third-party call center.

After deploying our solution, the company saw a dramatic decrease in counterfeit products entering the supply chain.

A further benefit of our solution is that the company can use its nurse hotline to provide first response to emergency health issues involving authentication. The company can see real-time invalid authentication and duplicate code-detection alerts, helping to provide visibility into the exact areas in the supply chain that pose security threats.

BENEFITS

- Real-time product authentication
- Virtual elimination of counterfeit products
- Improved confidence in brand
- Increased revenue and brand protection
- Increased operational efficiency
- Better supply chain visibility

CONTACT US

For more information on our solutions for medical devices, visit optelgroup.com/medical-device.

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Counterfeit products were causing patient deaths and **jeopardizing** our brand. OPTEL's Verify Platform provided the **solution** that put **patient confidence** back in our supply chain.



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