



## About

NABP is a 120-year-old, US-based, non-profit organization whose members include the 50 U.S. state pharmacy boards, as well as pharmacy regulators in the District of Columbia, Guam, Puerto Rico, Virgin Islands, Bahamas, and 10 Canadian provinces. Its mission is to assist member boards in protecting public health.

## gTLD use case

.pharmacy

## Category

Verified

## Registry Operator

National Association of Boards of Pharmacy (NABP)

## Contact

<https://nabp.pharmacy>

<https://safe.pharmacy>

[registry@safe.pharmacy](mailto:registry@safe.pharmacy)

gTLD

## What motivated you to apply for a new gTLD?

Most online “pharmacies” are not what they appear to be. Approximately 95% operate in conflict with pharmacy laws and practice standards. NABP has identified more than 43,000 domain names being used to facilitate the sale of prescription-only drugs illegally.

The .pharmacy domain sets legitimate businesses apart from illegal online drug sellers and keeps patients safe from dangerous, substandard, and falsified medication. The fundamental goal is for consumers to be able to recognize .pharmacy as the valid designation for a legitimate pharmacy or healthcare-related entity.

## How are you using the gTLD?

NABP’s Healthcare Merchant Accreditation program requires that accredited entities register and activate a .pharmacy domain name. Accredited entities must comply with our ten rigorous program standards to be eligible to register a .pharmacy domain name. More than 600 .pharmacy domain names have been registered, accounting for over 50% of US pharmacy facilities. In addition, many of our member boards of pharmacy maintain a .pharmacy domain name.

## What were some of the considerations you made before applying?

As with any business decision, NABP weighed the costs and benefits of applying for the .pharmacy gTLD. Based on years of experience evaluating websites that sell medicine online—most of them illegally—the need for an easy way for consumers to identify safe online pharmacies was clear. The .pharmacy gTLD presented an elegant solution to that problem.



Learn more at:  
[newgtldprogram.icann.org](http://newgtldprogram.icann.org)

## NEW gTLD PROGRAM: NEXT ROUND

With NABP as the registry operator, only healthcare-related businesses that demonstrate compliance with applicable laws and patient safety standards would be eligible to register a .pharmacy domain name. This solution aligned with NABP's mission to protect public health, which outweighed the anticipated efforts and resources necessary to apply for the gTLD and, if awarded, to operate a registry. NABP then consulted with stakeholders and established government and industry support to apply for and ultimately operate the .pharmacy registry.

## How has your organization benefited from operating a gTLD?

Operating the .pharmacy gTLD supports NABP's public health mission; helps address the global concern of illegal online drug sellers distributing products that endanger patient health; supports the regulatory efforts of individual countries, states, and territories; and provides patients with an easy way to identify safe sites and access legitimate medications, services, and information online.

## How has having a gTLD changed or impacted your business?

Simply seeing .pharmacy in a web address allows patients to immediately know that an online pharmacy is licensed and complies with pharmacy practice standards. A .pharmacy domain name is also the secure mechanism used to communicate to third parties (e.g., online advertising platforms and the payments industry) that a merchant is accredited. Unlike seals of approval, which can be forged, the .pharmacy domain name is fraud-proof.

Consumers can be assured that the medication they receive is authorized for sale in their jurisdiction.

***“The NABP’s patient-focused efforts regarding online pharmacies have centered on the .pharmacy TLD. The Healthcare Merchant Accreditation program uses the .pharmacy TLD as a fraud-proof seal, which, unlike traditional seals, cannot be forged.”***

– National Association of Boards of Pharmacy (NABP), Registry Operator

gTLD



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