



The next step for digital access to healthcare

European Association of
E-Pharmacies





Why online pharmacy?



Using **digital solutions and data** to help people get the best individual care



E-pharmacies' DNA



1



Availability

2



Accessibility

3



Affordability

(Cross-border) digital access to medicines in Europe



Access to e-prescriptions, electronic health records & databases



Country of origin & country of destination standards/rules

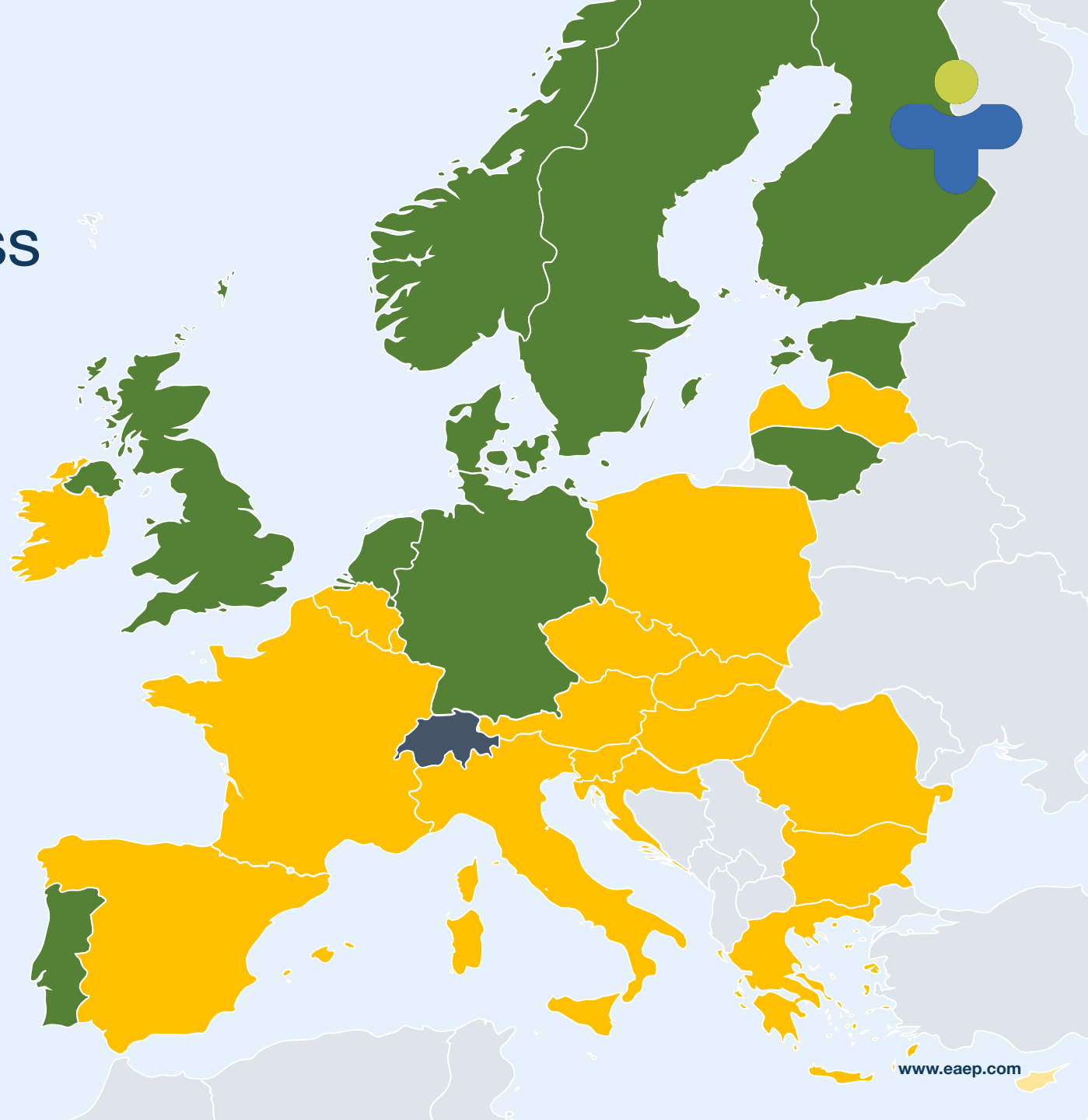


EU Common Logo



(Cross-border) digital access to medicines in Europe

- **OTC** – 19 countries
- **OTC and Rx** – 11 countries
- **Rx** – 1 country
- **Regulatory barriers still prevent free choice of pharmacy for patients**
- **EHDS and EU Pharma Legislation have the potential to break barriers for patients**





**Electronic
prescription and
prescription medicine
online not available
everywhere across the
EU**

**Lack of true
European
Health Union**

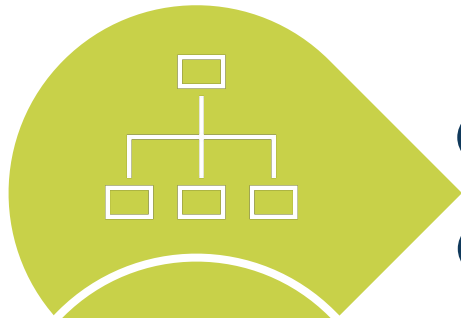
**Discriminatory
measures
prevent full
access to
infrastructure**



**Key trends for
online pharmacies
in Europe**



3 main priorities for the European Health Data Space



Create the necessary infrastructure to exchange key data for primary use



Promote interoperability and overall harmonisation of standards across the EU



Speed up the spread of telehealth services

New opportunities ahead



Online pharmacies, which adhere to strict controls and safety regulations, should be permitted to **deliver prescription drugs** online in the future?

Spain

92
%

Poland

90%

France

86%

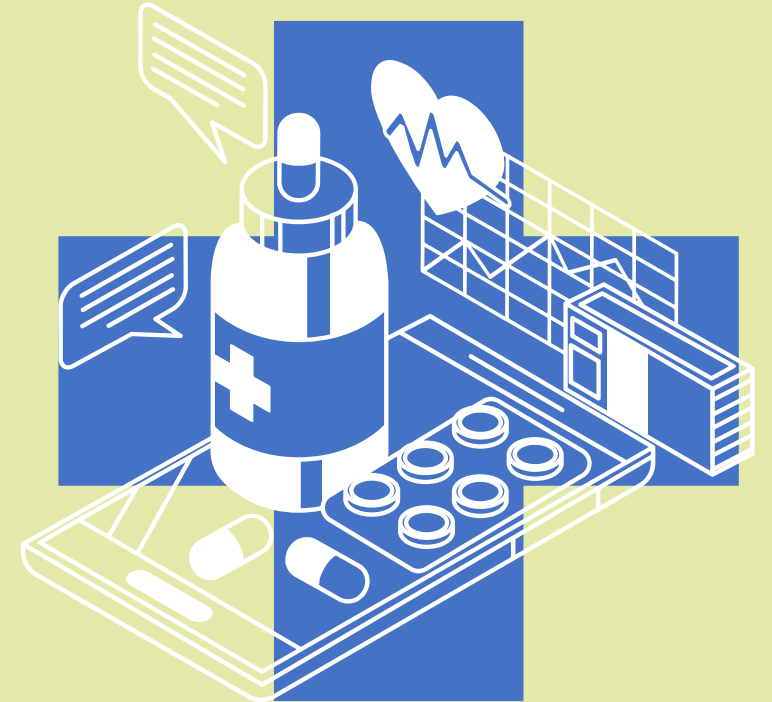
Conclusion



Online pharmacies are partners in ensuring availability, accessibility and affordability of medicines



Need to **promote access to digital health** and break some of the barriers that are still slowing down patients' access to healthcare – the EU is a key actor to make the difference!



THANK
YOU



Do you have any further thoughts?

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