

Rx online in Europe

19 March 2019

Max Müller – Rx online in Europe

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EU Representation by the EAMSP



EUROPEAN ASSOCIATION OF MAIL SERVICE PHARMACIES

Activities

The European association of Mail Service Pharmacies is not only a representative of its members' interests, but it also works out concrete policies in many areas of medicinal drug supply. Currently, these are 4 priorities:

- The continuous improvement of medicinal drug safety
- The development of European integration by means of eHealth concepts
- Improvement of the supply of veterinary medicinal drugs
- The fight against counterfeit medicinal drugs and illegal vendors

Members



EAMSP EU-Map: members and platforms

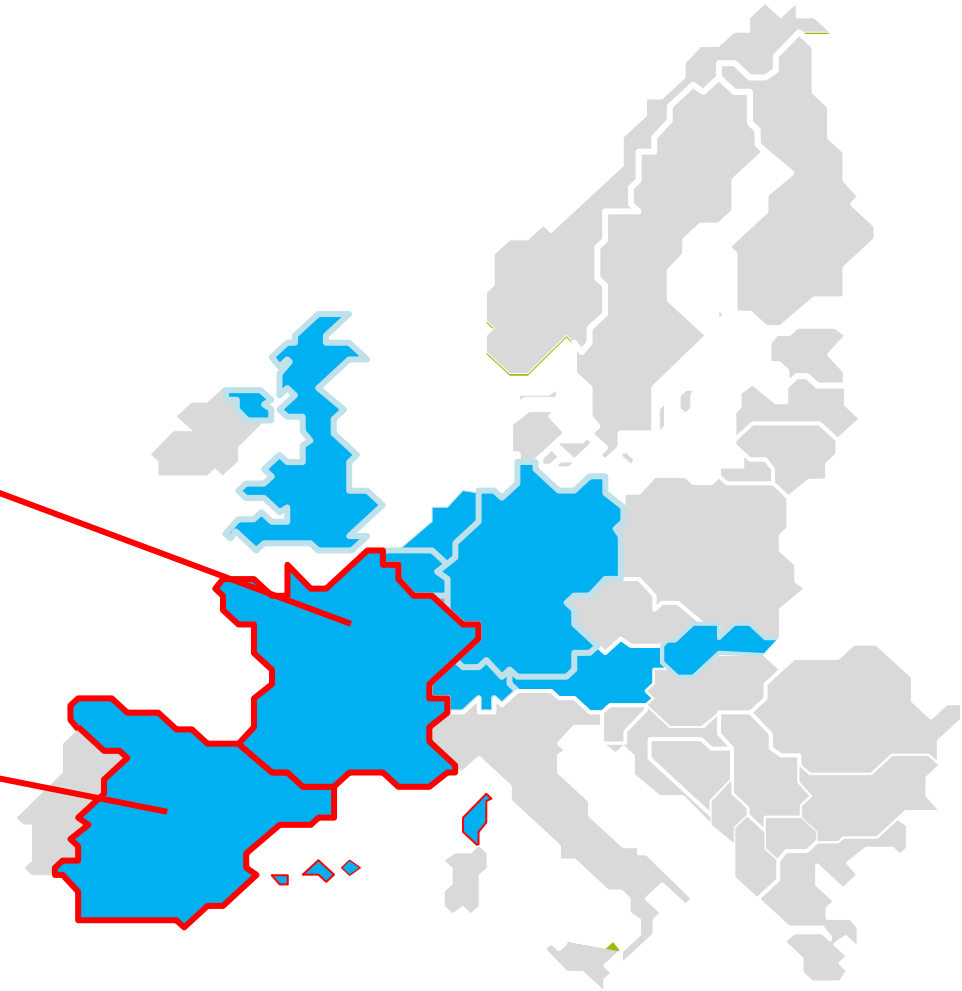


EUROPEAN ASSOCIATION OF MAIL SERVICE PHARMACIES

■ Country of EAMSP member
□ Country with platform business (ZurRose Group)

DOCTI PHARMA
Mes pharmacies en ligne

PromoFarma.com

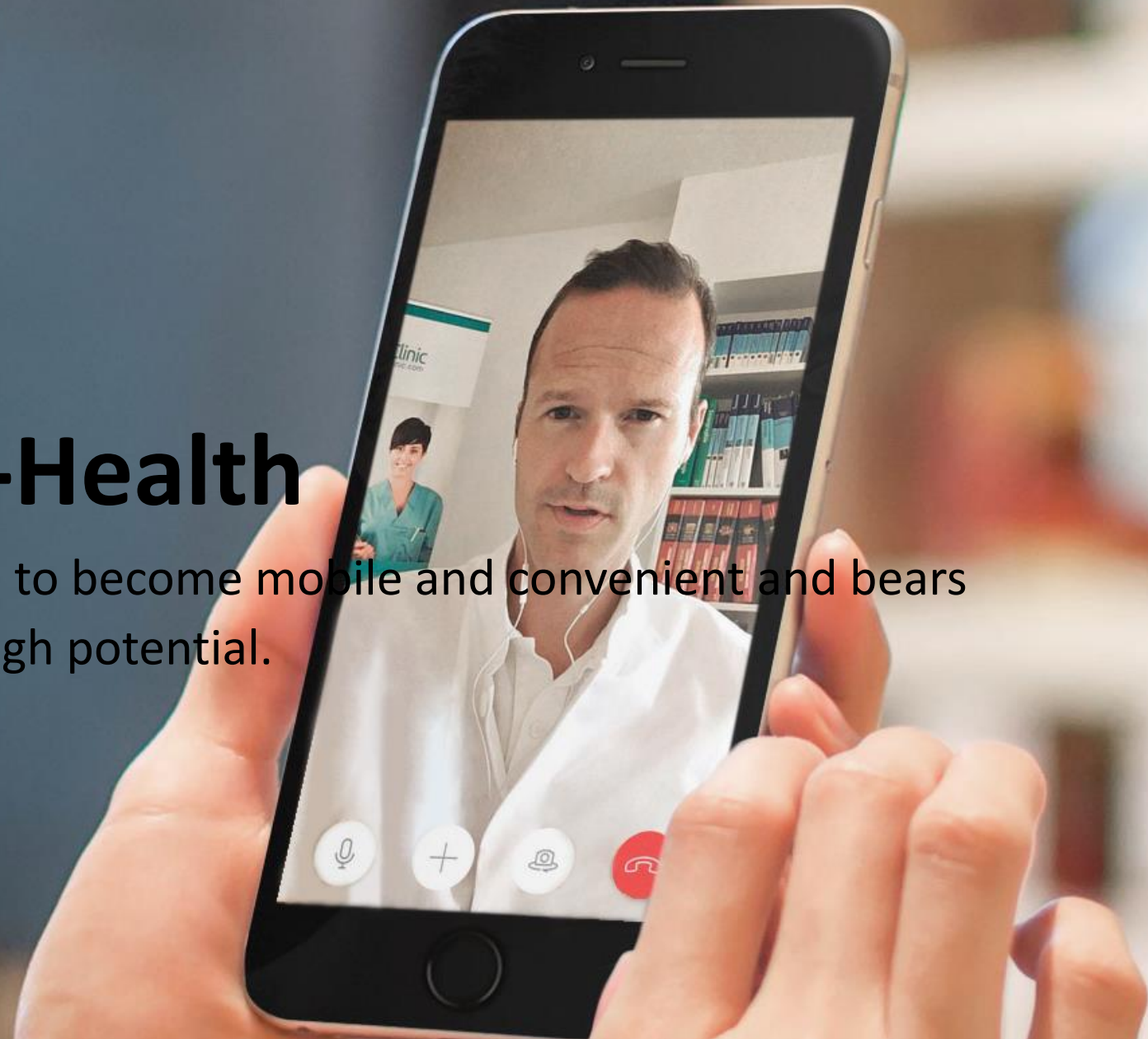


**"Change has never happened this fast
before, and it will never be this slow
again."**

Graeme Wood

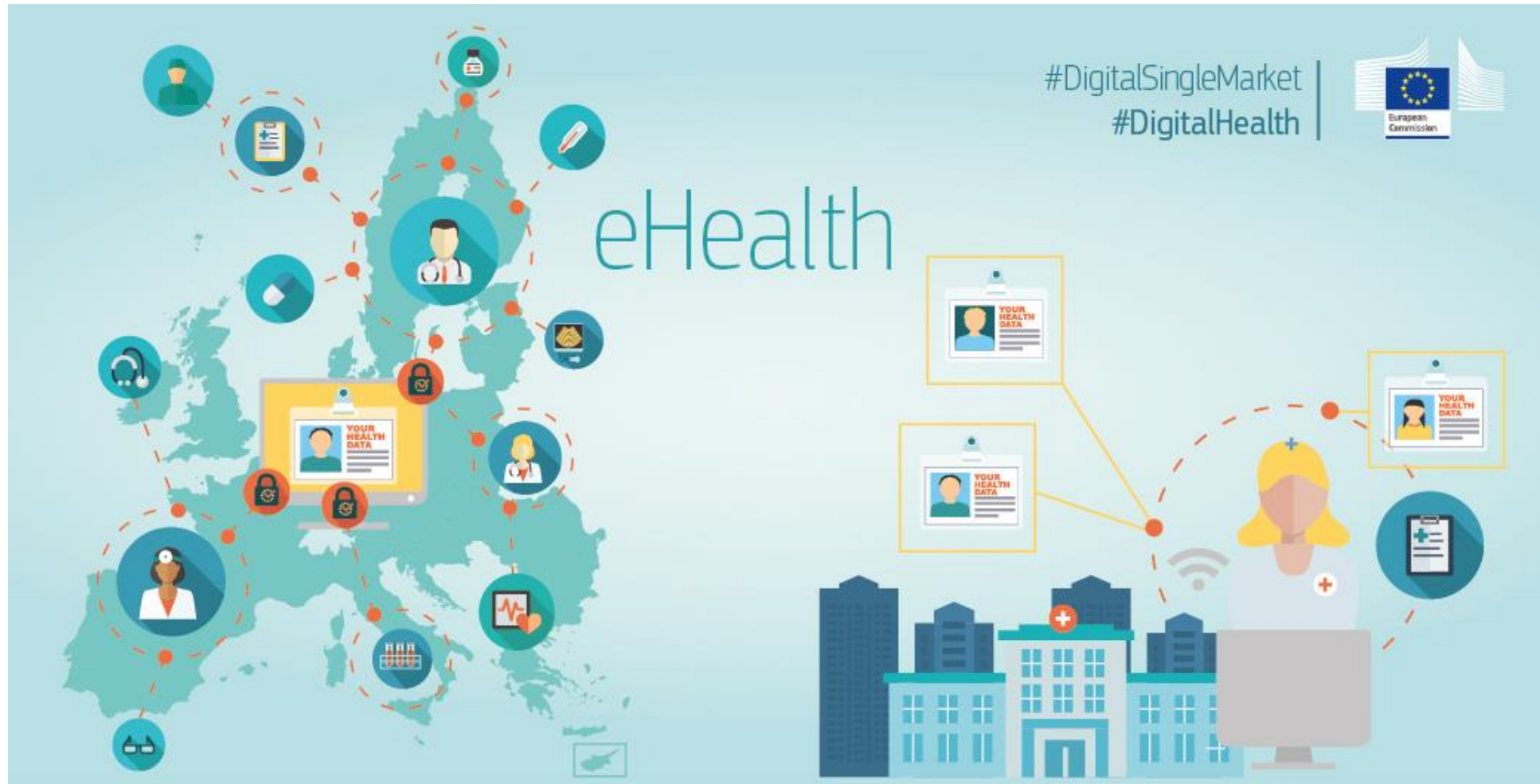
E-Health

New technology enables medicine to become mobile and convenient and bears high potential.



Let us take a look at the European Union

The European Commission is working to provide its citizens access to safe and top quality digital services in health and care



Source:
<https://ec.europa.eu/digital-single-market/en/european-policy-ehealth>

Three priorities

- **Citizens' secure access to their health data, also across borders**- enabling citizens to access their health data across the EU;
- **Personalised medicine through shared European data infrastructure** - allowing researchers and other professionals to pool resources (data, expertise, computing processing and storage capacities) across the EU;
- **Citizen empowerment with digital tools for user feedback and person-centred care** - using digital tools to empower people to look after their health, stimulate prevention and enable feedback and interaction between users and healthcare providers.

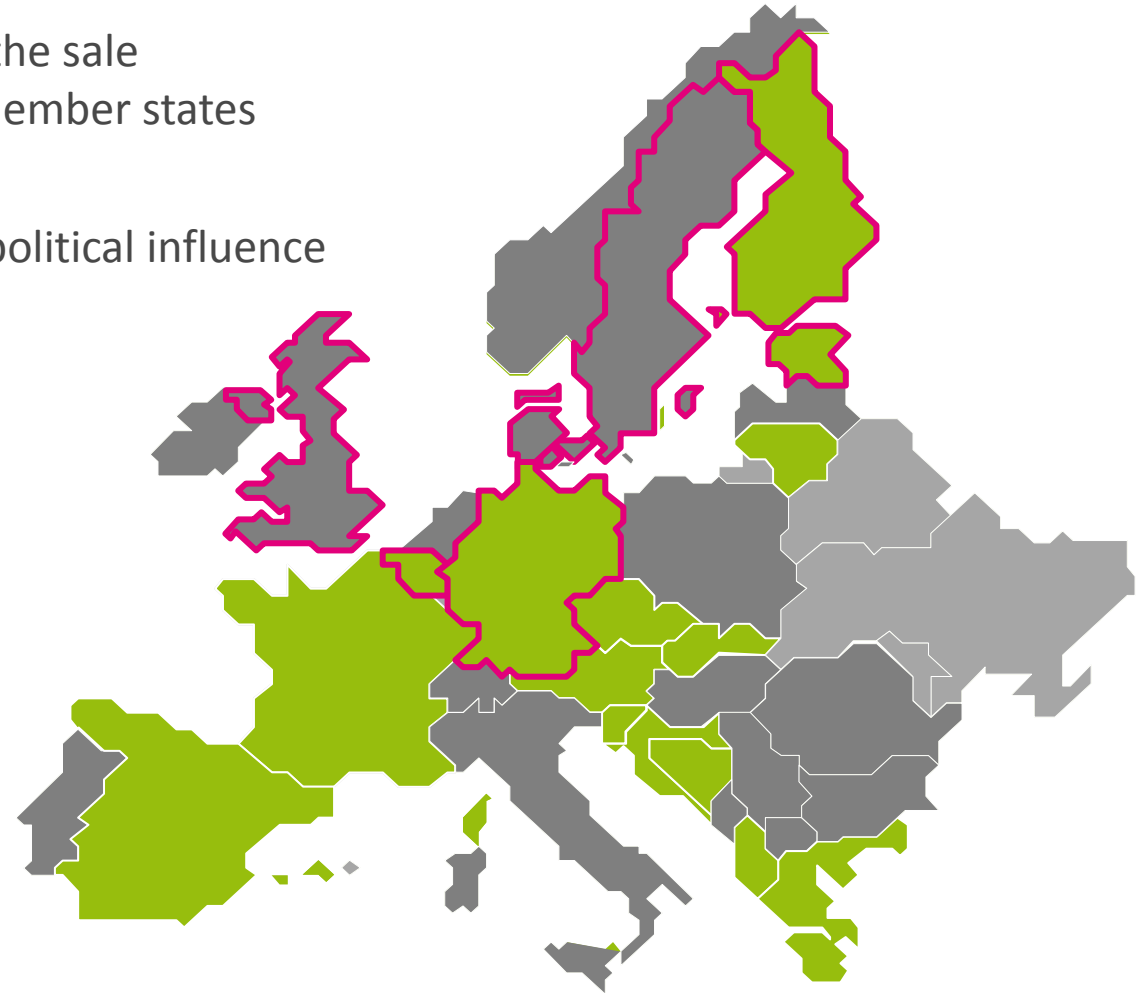
Source: <https://ec.europa.eu/digital-single-market/en/european-policy-ehealth>

But let's talk about Rx online!

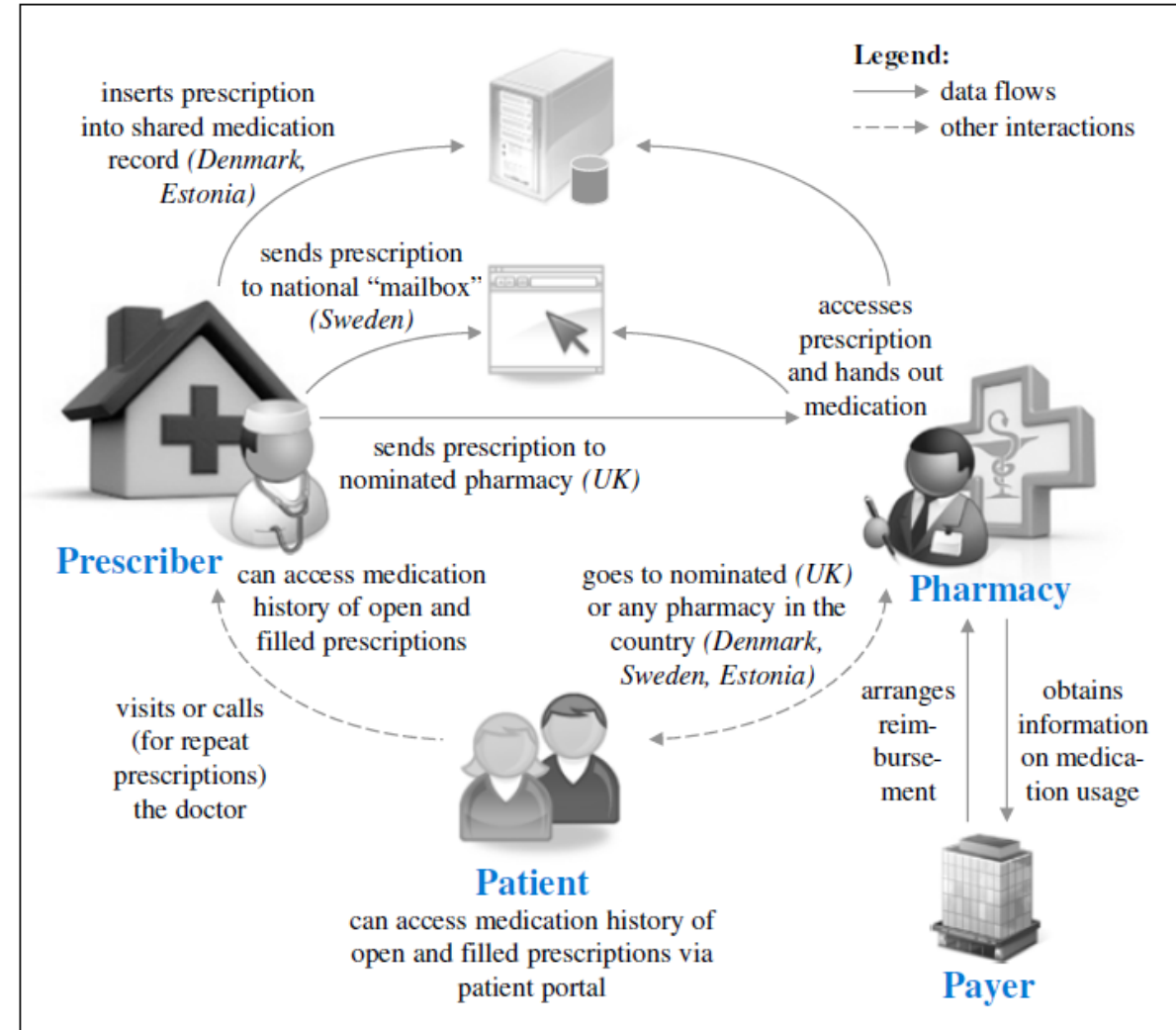
General conditions in Europe

- EU law permits mail-order OTC sales despite the fact that the sale of pharmaceuticals by mail order is not permitted in the member states
- Rx mail-order is only permitted in some countries
- Structures with a strong national basis have considerable political influence on the healthcare systems
- EU legislation gaining in significance
- eHealth already being used in some states

- OTC pharmaceuticals can only be purchased in pharmacies
- OTC pharmaceuticals can be purchased partly in supermarkets, chemists, petrol stations etc.
- Rx mail-order

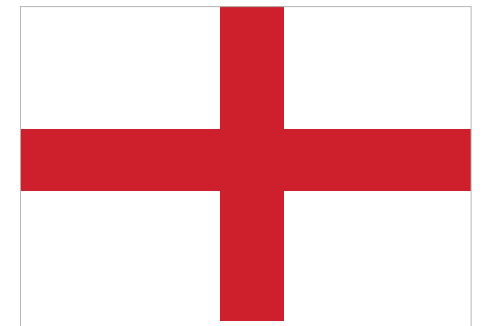
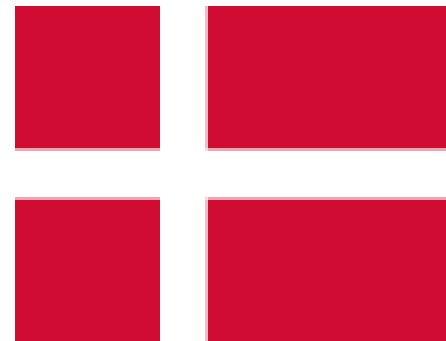
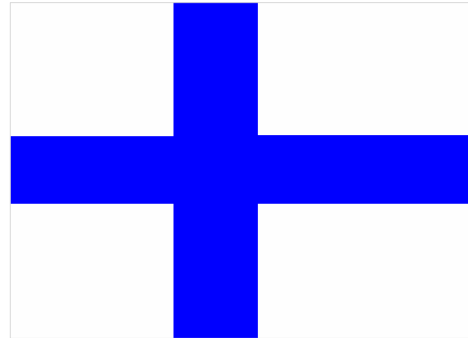
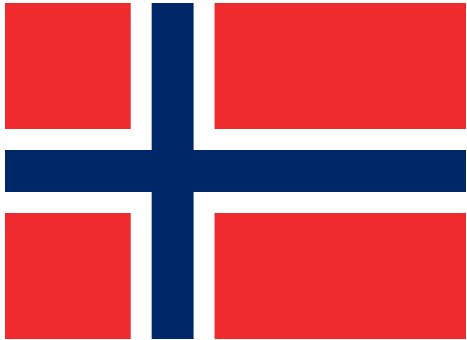


Simplified Overview of e-prescriptions in Primary Care.



Source: Working Paper Series – No. 5; European E-Prescriptions:; Benefits and Success Factors

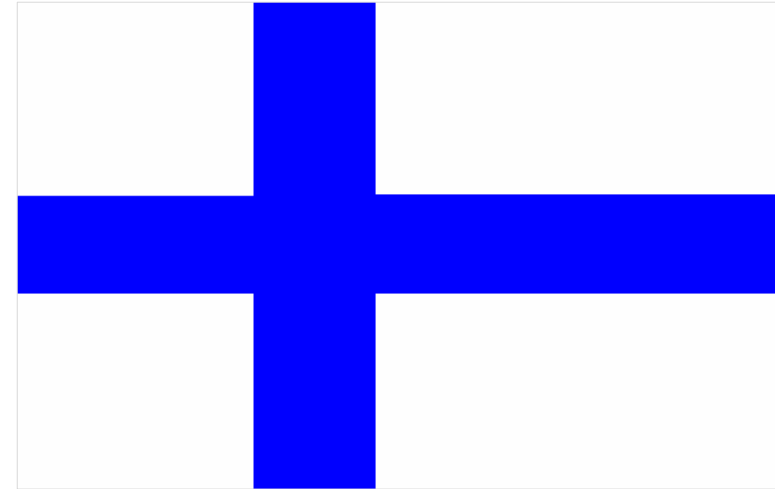
Examples of countries that have introduced the e-prescription



But mind: different countries, different systems!

Brussels, 21 January 2019

Today, the first EU patients can use digital prescriptions issued by their home doctor when visiting a pharmacy in another EU country: Finnish patients are now able to go to a pharmacy in Estonia and retrieve medicine prescribed electronically by their doctor in Finland.



What's the Vision?



**Fully integrated, networked medical
treatment
Better compliance, better adherence**

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DocMorris
Die Apotheke.

Thank you!

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