



# MAY WE COME TO DISCUSS THIS IMPORTANT PATIENT BENEFIT WITH YOU?

Scan to arrange an appointment and learn more with Mike Isles, director of ASOP EU



**UNLOCKING THE BENEFITS OF ONLINE ACCESS TO PRESCRIPTION MEDICINES ACROSS THE EU**

- We compare the pharmacy experiences of 6 countries where online access to prescription medicines is available (Sweden and Germany) to those in countries where it is not (France, Italy and Spain)
- We gather evidence through a consumer survey supported by 25 in-depth interviews with pharmacy owners, and 35 experts from organisations

**SIGNIFICANT DEMAND** for online access to prescription medicines

- 31% of the respondents in countries with online access would like to obtain prescription medicines online
- 56% of respondents in countries without online access would like to obtain prescription medicines online

**BENEFITS OF ONLINE ACCESS**

**CONVENIENCE**

- Flexible ordering and avoiding pharmacy visits
- between 60% and 84% of respondents value ordering at any time
- between 67% and 80% of respondents value access to a delivery service
- 15 minutes or less to EU€ 1.2bn in the short term and up to EU€ 2.3bn in the long term in convenience benefits from the removal of restrictions

**IMPROVED HEALTH & CONVENIENCE** as a result of increased access to medicines

- respondents with chronic conditions value ordering at any time
- 84% of chronic patients value ordering at any time
- 87% of respondents who value ordering at any time value the ability to order medicines online

**CONVENIENCE**

- between 67% and 80% of respondents value access to a delivery service
- 12 minutes on average time saved per transaction
- up to EU€ 1.2bn in the short term and up to EU€ 2.3bn in the long term in convenience benefits from the removal of restrictions

**Number of annual pharmacy visits**

Category	Number of annual pharmacy visits
Individuals without chronic condition	9
Chronic patients	13
Complex	17

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A new major Alliance comprising major patient organisations are calling for action



# MAY WE COME TO DISCUSS AN IMPORTANT PATIENT ENHANCEMENT WITH YOU?

A new major Alliance comprising major patient organisations are calling for action. A recent significant report by the Copenhagen Economics group highlighted the important reasons to enhance the health of patients when prescription medicines are available online.

8 Member States (MSs) allow prescription medicines to be safely accessed via the Internet. The Falsified Medicines Directive obligated all Member States to at least allow OTC medicines to be transacted online. Why not prescription medicines?

19 MSs' citizens do not allow the safe dispensing and delivery of prescription medicines to the

patient's home thus freeing up the patient and the carer's valuable time. Chronic patients believed that an online service would increase their adherence. Lack of adherence kills over 200,000 patients<sup>1</sup> a year. So it is vitally important the General Pharmaceutical Legislation is amended to oblige all MSs to provide this added online pharmacy service.

1. Khan, R. and K. Socha-Dietrich (2018). " Investing in medication adherence improves health outcomes and health system efficiency: Adherence to medicines for diabetes, hypertension, and hyperlipidaemia", OECD Health Working Papers, No. 105, OECD Publishing, Paris. <http://dx.doi.org/10.1787/8178962c-en>



[www.onhomealliance.eu](http://www.onhomealliance.eu)  
[mike.isles@asop.eu](mailto:mike.isles@asop.eu)

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