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EUROPEAN ASSOCIATION OF
E-PHARMACIES

EAEP Annual Report 2025

EMBEDDING ONLINE PHARMACY IN EUROPE'S HEALTHCARE FUTURE

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EUROPEAN ASSOCIATION OF
E-PHARMACIES

FOREWORD FROM THE CO-PRESIDENTS

Dear Members, Partners, and Stakeholders,

Over the past years, online pharmacies have moved decisively from the margins to the mainstream of European healthcare. What once required explanation and defence is today increasingly recognised as an essential component of resilient, accessible, and patient-centred health systems. The year 2025 confirmed this transformation – not as a moment of arrival, but as a phase of consolidation and responsibility.

For the EAEP, 2025 was a year marked by maturity. We have evolved alongside the sector we represent from establishing legitimacy and visibility to contributing constructively and consistently to Europe's health policy debates. Today, online pharmacies are no longer perceived merely as innovators or challengers, but also as trusted healthcare actors delivering tangible value to patients, professionals, and systems alike, next to being providers of valuable input to policymaking.

This growing recognition was reflected in the policy environment. Key European initiatives – from the European Health Data Space (EHDS) to the EU Digital Identity Wallet (EUDIW) and the continued development of cross-border digital health infrastructure – increasingly acknowledge the role of digital channels in ensuring continuity of care, safety and access. In these discussions, the EAEP's voice has become a stable and credible reference point, grounded in real-world experience and a shared commitment to high standards.

At the same time, maturity brings responsibility. As e-pharmacies scale across the continent and serve millions of Europeans, expectations around quality, trust, patient safety, and cooperation with national health systems grow accordingly. Throughout 2025, the EAEP focused not only on defending the legitimate role of e-pharmacies, but also on shaping a policy environment that enables innovation while safeguarding public health – by engaging with many European and national partners and patient organisations. This balance – between progress and prudence – remains at the core of our work.

The strength of the EAEP lies in its members and partners. Over the past year, collaboration within the association deepened, Committees became more active, and alliances with like-minded organisations strengthened our collective impact. These efforts underline a simple reality: the challenges and opportunities facing online pharmacy cannot be addressed in isolation. They require dialogue, alignment, and a shared European perspective.

Looking ahead, the question is no longer whether we belong in Europe's healthcare landscape, but how our full potential can be responsibly realised. As Europe faces demographic change, workforce and medicine shortages, and increasing demand for care, online pharmacies can play a vital role in supporting health systems – provided they are integrated, regulated wisely, and trusted by patients and professionals alike.

This Annual Report reflects a sector that has come of age and an association ready to assume its role as steward and advocate. We thank our members, partners, and policymakers for their continued engagement and trust. Together, we remain committed to building an online pharmacy ecosystem that serves European patients today – and strengthens European healthcare for the years to come.

Olaf Heinrich

Olaf Heinrich
Co-President

Walter Hess

Walter Hess
Co-President

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2025 HIGHLIGHTS

In 2025, the EAEP achieved several significant milestones and engaged in numerous activities to advance the e-pharmacy sector across Europe.

PUBLICATION OF THE EAEP 2024 ANNUAL REPORT

EXPANSION OF MEMBERSHIP: WELCOMED 4 NEW MEMBERS

ONHOME ALLIANCE REACHED 42 PARTNERS

ONHOME ALLIANCE EVENT ON "EQUITABLE ACCESS TO MEDICINES ACROSS EUROPE"

The event, hosted by MEP Kristian Vigenin (S&D, BG) at the European Parliament, brought together policymakers, healthcare stakeholders and digital health experts to discuss how digital tools can improve access to medicines across Europe. Participants highlighted the role of solutions such as e-prescriptions, electronic health records, and hybrid pharmacy models in improving patient access.

PUBLICATION OF THE IEGUS INSTITUTE STUDY ON THE ROLE OF ONLINE PHARMACIES IN GERMANY

PUBLICATION OF THE EAEP E-PHARMACY ACTION PLAN

PUBLICATION OF EAEP-DATAMEDIQ 2024 E-PHARMACY MARKET REPORT

PUBLICATION OF THE EAEP STUDY ON ONLINE PHARMACIES CONTRIBUTE TO A COMPREHENSIVE AND COST-EFFICIENT SUPPLY OF MEDICINES IN GERMANY

EAEP GENERAL ASSEMBLIES IN APRIL AND DECEMBER

The General Assemblies provide a strategic platform for members to engage with fellow leaders, policymakers and stakeholders on key EU health priorities and ongoing e-pharmacy trends. Through these discussions, members strengthen dialogue and connections. In 2025, discussions addressed themes such as Digital Health 2030, patient safety, and the European Health Union, offering forward-looking perspectives on the future of Europe's health systems. Contributions included reflections on building a more connected digital health ecosystem by MEP Kristian Vigenin (S&D, BG) and Martin Dorazil (European Commission), as well as insights on combatting counterfeit medicines from Ivana Silva (European Medicines Agency), and insights into medicine shortages from Laure Geslin (DG SANTE, European Commission) as well as from MEP Romana Jerković (S&D, HR) and MEP Ondřej Dostál (NI, CZ).

EAEP BOARD'S MEETING WITH EUROPEAN COMMISSION DG SANTE DEPUTY DIRECTOR GENERAL, LORENA BOIX ALONSO

PARTNERSHIP WITH THE NEWLY ESTABLISHED MYHEALTH@MYHANDS PROJECT

LAUNCH OF THE COMMUNICATION CAMPAIGN "WHAT'S AN E-PHARMACY?"

EAEP POSITION PAPER ON THE EUROPEAN ACTION PLAN ON THE CYBERSECURITY OF HOSPITALS AND HEALTHCARE PROVIDERS
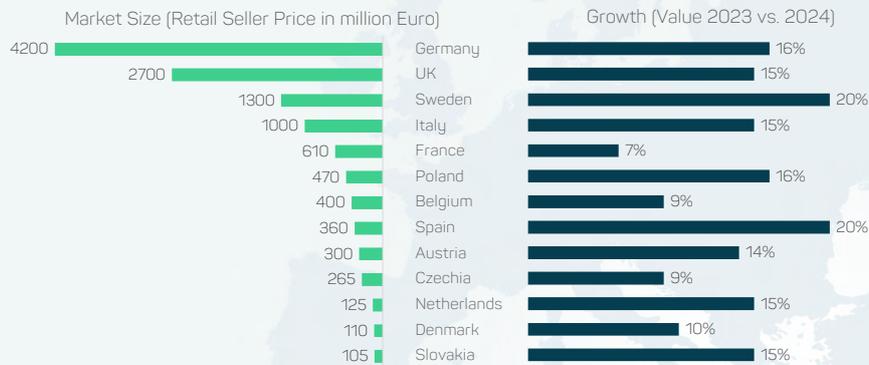
THE EUROPEAN E-PHARMACY MARKET IN 2025

The European e-pharmacy market entered a new phase of development in 2025, marked by accelerated growth, deeper integration into digital healthcare systems, and increasing relevance for patients and health systems alike. With the market surpassing €12 billion across 13 countries (data looking at 2024) online pharmacies are transitioning to an increasingly established component of healthcare delivery in several Member States.

Progress in digital infrastructure, notably the widespread implementation of e-prescriptions, alongside growing consumer trust in digital services has reinforced this momentum. At the same time, persistent regulatory fragmentation continues to shape uneven market development across Europe, underscoring the decisive role of national and EU frameworks in enabling or constraining growth.

The top 13 e-pharmacy markets in Europe have a combined size of €12 billion, with an average online growth rate of 14%.

Market Size (Retail Seller Price in million Euro)

Country	Market Size	Growth (Value 2023 vs. 2024)
Germany	4200	16%
UK	2700	15%
Sweden	1300	20%
Italy	1000	15%
France	610	7%
Poland	470	16%
Belgium	400	9%
Spain	360	20%
Austria	300	14%
Czechia	265	9%
Netherlands	125	15%
Denmark	110	10%
Slovakia	105	15%

Source: DatamedIQ; Research and Analysis of market revenues and growth rates 2024, including Rx sales where permitted by national regulations.

In collaboration with DatamedIQ

MARKET TAKEAWAYS

- The European e-pharmacy market now represents an ecosystem worth over €12 billion, growing at an average annual rate of 14%.
- Central and Eastern Europe have become the main growth engine of the European e-pharmacy market, supported by pragmatic regulation, rapid digital adoption, and rising patient trust.
- Germany and the United Kingdom continue to generate the highest revenues, but market expansion is increasingly driven by faster-growing regions.
- Countries such as Poland, Spain, Austria, and Sweden are experiencing strong online uptake, with double-digit growth in e-pharmacy sales.
- E-pharmacies are evolving beyond transactional sales into comprehensive digital health platforms.
- Through the integration of e-prescriptions, teleconsultations, and long-term patient care, e-pharmacies are becoming an essential component of modern healthcare delivery rather than a niche alternative.

KEY TRENDS IN 2025

1
Integration of AI in pharmacy operations

2
Regulatory momentum for digital health

3
E-Pharmacies within the European Health Data Space

COOPERATION & PARTNERSHIPS

In 2025, the EAEP continued to strengthen strategic partnerships to support its mission of promoting safe, accessible, and innovative online pharmacy services across Europe. Collaborations with all below-mentioned organisations delivered meaningful results, enhancing cooperation among stakeholders and reinforcing trust in digital healthcare. Through these joint efforts, the EAEP is contributing to a healthcare ecosystem that is increasingly convenient, personalised, and inclusive for European citizens.

OnHOME
Online Order and Home Delivery
of Medicines Alliance

THE ONHOME ALLIANCE WAS LAUNCHED BY THE EAEP AND ASOP EU IN 2024, WITH THE AIM TO STRENGTHEN COLLABORATION WITH PATIENT ORGANISATIONS AND HEALTHCARE STAKEHOLDERS ACROSS EUROPE

Building on the EAEP's continued close collaboration with ASOP EU, including its role through the Head of the Brussels Office as Fellow-Director within ASOP EU, the Alliance advocates for equitable access to prescription medicines through safe and regulated online channels across all EU Member States, promoting patient choice, continuity of care, and cross-border healthcare access. Its work focuses on advancing a harmonised EU framework for online prescribing and dispensing, supporting digital health innovation, improving accessibility for underserved populations, and ensuring high standards of patient safety, transparency, and trust in digital pharmaceutical services.

UPDATED CALL TO ACTION

In September, OnHOME launched an updated Call to Action, reflecting the evolving priorities and strategic focus of the Alliance. The revised Call to Action reinforces the core mission to advocate for patients across all EU Member States to have the choice to obtain their prescription medicines online and receive them at home through registered pharmacies. It calls on the EU to recognise digital access to prescription medicines as a fundamental pillar of continuity of care, cross-border health access, and healthcare system resilience, as well as promoting telepharmacy services, ensuring interoperability through the EHDS and the EUDIW, and strengthen public trust on digital access options.

SHAPING POLICY THROUGH PATIENT INSIGHTS

The Alliance worked closely with EU policymakers to advance clear advocacy and policy messages focused on patient access and health system resilience. A key initiative has been the development of an ongoing patient survey assessing awareness of, and interest in, having online access to prescription medicine, providing evidence to inform policymaking from a patient-centred perspective. In parallel, OnHOME engaged extensively with policymakers on the EU healthcare workforce crisis, highlighting how online pharmacy services can help alleviate capacity constraints, improve efficiency, and support continuity of care. Building on these efforts, the Alliance emphasised, through its updated **Call to Action** ↗, the need for harmonised regulation across Europe.

NETWORK EXPANSION

The Alliance has continued to expand significantly, now bringing together over 40 organisations across Europe. This growing network strengthens cross-border collaboration, knowledge exchange, and collective impact in advancing digital health and online pharmacy services.

EVENT

In March, the OnHOME Alliance co-hosted an event at the European Parliament, providing a key platform to disseminate its vision and policy messages to a broad audience of stakeholders. The event brought together high-level representatives and experts, including MEP Kristian Vigenin (S&D, Bulgaria), Zlatimira Dobreva (Counsellor for Health at the Permanent Representation of the Republic of Bulgaria to the EU), Baiba Ziemele (Chairwoman of the Latvian Network of Patient Organizations – LPOT), Alexis Strader (Director of Policy and Research at the European Health Management Association - EHMA), Josephine Mosset (Policy Officer at Cancer Patients Europe – CPE), and Martino Canonico (Head of Brussels Office – EAEP).

EU HEALTH COALITION INITIATIVES
In 2025, the EAEP actively contributed to the initiatives of the EU Health Coalition, which gathers a wide range of stakeholders to map the future of healthcare in Europe, leverage innovation, examine the role of the EU in addressing common health challenges, and promote cross-sector convergence to deliver the best outcomes for patients. The EAEP fully supports the Coalition's vision of strengthening Europe's health systems by placing health at the centre of the EU's priorities for security, growth, and competitiveness. This partnership reflected a common commitment to patient-centred, resilient, and innovation-driven health systems.

ADVOCACY
Through its engagement with the Coalition, the EAEP supported advocacy efforts aimed at keeping health high on the EU policy agenda, reinforcing the narrative that well-performing health systems are essential to Europe's economic resilience, social cohesion, and strategic autonomy.

EU HEALTH SUMMIT 2025
The EAEP was present at the EU Health Summit 2025, as a partner of the EU Health Coalition, which provided a platform for multi-stakeholder dialogue on the future of health and life sciences in Europe.

EAEP BECAME A PARTNER OF THE MYHEALTH@MYHANDS PROJECT
In 2025, the EAEP became a partner of the myHealth@myHands project, driven by a shared ambition to build patient-centred and interoperable digital health ecosystems across Europe. Since then, the EAEP's E-Health Committee has been actively contributing to the project's developments.

SHARED VISION FOR A PATIENT-CENTRED DIGITAL HEALTH
Through its partnership with the project, the EAEP supports the development of a truly interoperable digital health ecosystem across Europe. This collaboration reflects a shared commitment to secure data use, seamless interoperability, and empowering individuals to actively manage their health within a trusted digital environment.

EXPERTISE AND STRATEGIC CONTRIBUTION
The EAEP contributes expertise in secure digital access to medicines, cross-border healthcare services, and the harmonisation of standards for safe digital care. Through the project, the EAEP ensures that e-pharmacy perspectives are fully integrated into the design of interoperable digital health solutions, such as the EU Digital Identity Wallet in the healthcare domain, that respond to real-world patient and healthcare system needs.

INTEGRATION WITH THE EHDS
By engaging with the myHealth@myHands project, the EAEP supports the integration of e-pharmacy and digital health services into the European Health Data Space, enabling secure, connected, and user-friendly access to health data across borders. This collaboration contributes to building the foundations of a resilient digital health ecosystem that places citizens at the centre while strengthening trust, innovation, and continuity of care across Europe.

EU POLICY CONTEXT AND EAEP'S ROLE
CONSOLIDATING A EUROPEAN DIGITAL HEALTH UNION

Following the introduction of landmark legislations throughout the newest EU mandate, 2025 marked a decisive shift from the political recognition of e-pharmacies' key demands to tangible negotiations and implementation efforts. Digital Health has moved to the core of the European health agenda, with a clear emphasis on resilience, accessibility and patient-centred care. For the e-pharmacy sector, this transition represented both a strategic opportunity and a responsibility to help translate policy ambitions into tangible benefits for patients across Europe.

Building on the formal recognition of online pharmacies under EU law, policy discussions in 2025 increasingly focus on how digital infrastructures, workforce solutions, and supply-chain resilience can be operationalised in a non-discriminatory and interoperable way. The EAEP has actively contributed to these debates, advocating for frameworks that ensure e-pharmacies are fully embedded within Europe's evolving digital health ecosystem.

THE EUROPEAN HEALTH DATA SPACE: FROM LEGISLATION TO IMPLEMENTATION

The adoption of the **EHDS** represents a structural turning point for digital healthcare in Europe. For the first time, EU legislation explicitly acknowledges online pharmacies as legitimate participants in the EU's digital health infrastructure – the MyHealth@EU framework for cross-border e-prescriptions and electronic health records.

In 2025, attention has shifted to implementation. Key challenges remain at national level, where technical and administrative barriers risk undermining the channel-neutral intent of the Regulation. Ensuring that e-pharmacies can access and use e-prescriptions and electronic health records on equal terms with brick-and-mortar pharmacies is essential to prevent new forms of digital discrimination.

In parallel, the EAEP has taken an active role in shaping the implementation of the EHDS by contributing systematically to stakeholder consultations related to the forthcoming implementing and delegated acts. In 2025, the focus was in particular on the operational frameworks for electronic prescriptions, telemedicine and the MyHealth@EU infrastructure. By providing detailed input to ongoing consultations, we aim to ensure that e-pharmacies remain fully integrated within the EHDS ecosystem and are recognised as equal participants across all Member States. This work is key to securing full, non-discriminatory access to cross-border e-prescriptions for online pharmacies by Q1 2029, in line with the Regulation's intended scope and timelines.

When fully implemented, the EHDS has the potential to significantly improve continuity of care, particularly for chronic patients and populations in remote, underserved areas, and especially in times of shortages of crucial medicines in different Member States. E-pharmacies are uniquely positioned to help realise these benefits and contribute to the success of the EHDS by combining secure digital access with professional pharmaceutical oversight.

ADDRESSING THE HEALTHCARE WORKFORCE SHORTAGE THROUGH DIGITAL PHARMACEUTICAL CARE

Healthcare workforce shortages remain one of the most pressing structural challenges facing European health systems. Demographic change, regional imbalances, and increasing demand for care are placing growing strain on pharmacists and other healthcare professionals. In 2025, this challenge has been highlighted in political discussions, notably through the European Parliament's own-initiative (INI) report on "An EU health workforce crisis plan: sustainability of healthcare systems and employment and working conditions in the healthcare sector".

This report represents an important political signal and the acknowledgment that workforce shortages are not a temporary phenomenon but a systemic issue requiring long-term, structural solutions. In this context, digital health tools are no longer optional but necessary. E-pharmacies offer scalable solutions that help maximise the impact of a limited healthcare workforce.

By centralising pharmaceutical expertise and enabling location-independent services, such as remote consultations, digital counselling, and adherence support, online pharmacy services contribute to a more efficient allocation of pharmacists' time and skills.

Against this backdrop, throughout 2025 the EAEP engaged with EU institutions and health stakeholders to ensure that telepharmacy services are included in the report, as an instrumental tool to help address healthcare workforce shortages. As discussions proceed in 2026, the EAEP continues to voice the demands and input of the e-pharmacy sector in this domain.

THE CRITICAL MEDICINES ACT: TOWARDS A MORE RESILIENT SUPPLY-CHAIN

The proposed **Critical Medicines Act (CMA)** ↗ reflects the EU's growing focus on supply-chain resilience and strategic autonomy in the face of recurring medicine shortages. While shortages disproportionally affect smaller Member States and rural areas, digital tools offer new ways to improve visibility, coordination, and redistribution of medicines across borders.

E-pharmacies can play a constructive role in this emerging framework by providing real-time insights into availability and demand, supporting flexible cross-border supply mechanisms, and ensuring medicines reach patients where they are needed the most.

In 2025, the EAEP has successfully advocated with the European Parliament for the alignment of the CMA with the EHDS, ensuring that e-pharmacies are recognised for their cross-border data-exchange potential. The Association will continue to advocate for simplified and harmonised rules that allow e-pharmacies to support cross-border redistribution of critical medicines, as inter-institutional negotiations kick-off in 2026.

THE EU DIGITAL IDENTITY WALLET: THE KEY FOR THE EU'S DIGITAL HEALTH FRAMEWORK

The rollout of the **EU Digital Identity Wallet** ↗ is another cornerstone of Europe's digital transformation in 2025, with significant implications for healthcare delivery. By enabling secure digital identification and authentication, the Wallet will simplify how patients access health services, including e-prescriptions and their dispensation. For this potential to be realised, the Wallet's infrastructure must be a channel-neutral tool, ensuring equal access for online and physical pharmacies alike.

By actively engaging in the **Potential** ↗ and **myHealth@myHands** ↗ EU projects on this topic, the EAEP has consistently advocated for the full integration of e-pharmacies into the Digital Wallet framework, allowing patients to securely store and redeem e-prescriptions both in-country and across borders through trusted digital channels. In combination with the EHDS, the EUDI Wallet can help establish a truly seamless, EU-wide digital healthcare experience. By November 2027, all websites and platform providers must offer a wallet for users to authenticate themselves.

IMPLEMENTING THE EAEP E-PHARMACY ACTION PLAN

Building on the momentum of recent years, 2025 marked a decisive step forward in the EAEP's mission to embed e-pharmacies at the heart of Europe's digital healthcare transformation. While the past years have laid groundwork through regulatory recognition and policy engagement, the publication of the **E-Pharmacy Action Plan** ⧉ represents a strategic consolidation of the EAEP's vision into a clear, actionable roadmap for the future.

The Action Plan responds to a defining challenge facing European healthcare systems: how to ensure equitable, secure, and patient-centred access to medicines and pharmaceutical services in an increasingly digital society. Despite growing public demand and clear **evidence of benefits** ⧉, access to digital pharmacy services remains uneven across Member States, constrained by fragmented regulation and outdated policy frameworks.

THE EAEP E-PHARMACY ACTION PLAN ARTICULATES HOW THIS GAP CAN BE CLOSED, PUTTING FORWARD 5 STRATEGIC RECOMMENDATIONS:

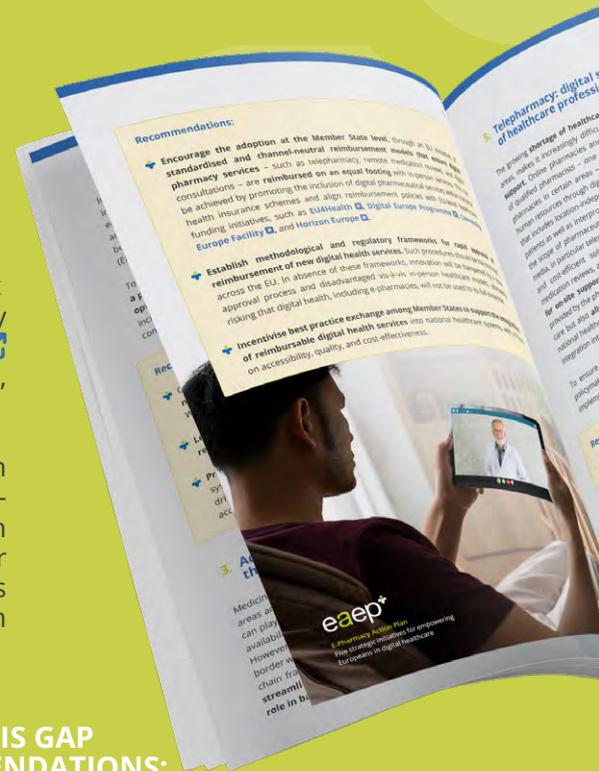| 1	2	3	4	5
Pan-European prescription delivery	**Guaranteed channel-neutral access to Electronic Health Records**	**Simplified regulations to tackle medicine shortages**	**Fair reimbursement for digital pharmacy services**	**Expanded telepharmacy services**

A WORD ABOUT THE FUTURE

The European Union's growing emphasis on digital health solutions presents significant opportunities for the EAEP in the coming years to help shape the role of e-pharmacies within future EU and national legislation. The increasing demand for more resilient, accessible, and patient-centred healthcare is shared across a wide range of health stakeholders, all of whom recognise the essential role of digital tools in improving accessibility, efficiency, and continuity of care.

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At the EAEP, we are committed to driving the digital transformation of healthcare by positioning e-pharmacies at the heart of key EU-level health discussions. The challenges, opportunities, and insights gained throughout 2025 will inform our priorities as we move forward into 2026 and beyond, reinforcing our determination to advance legislation that reflects the evolving needs of European patients and healthcare systems.

Martino Canonico
Head of Brussels Office, EAEP

Looking ahead to 2026, we aim to translate the momentum of 2025 into concrete action by advancing regulatory initiatives, improving patient access, and driving digital innovation throughout the e-pharmacy sector. Our key areas of focus are:

1

MODERNISING CROSS-BORDER HEALTHCARE

While patient mobility and digital health solutions continue to expand across the European Union, existing cross-border healthcare frameworks have not fully kept pace with the evolving realities of healthcare delivery. Fragmented rules and outdated provisions limit the ability of patients to access digital pharmaceutical services seamlessly across borders. As discussions on the revision of the Cross-Border Healthcare Directive are expected to begin in 2026, the EAEP will strengthen its engagement with EU institutions and key stakeholders to support their modernisation efforts by placing a strong focus on access to and reimbursement of digital health solutions such as telepharmacy. By leveraging this revision as a sustained policy opportunity, the EAEP will advocate for regulatory frameworks that reflect digital care pathways, support e-pharmacy services, and align with the implementation of the EHDS, ensuring more accessible, integrated, and patient-centred cross-border healthcare across Europe.

EXPANDING CROSS-BORDER INITIATIVES

2

The digitalisation of healthcare requires regulatory frameworks that evolve alongside patients' needs and technological innovation. Across Europe, some Member States are considering updating their national legislation to better integrate digital health solutions into healthcare systems, ensuring they are accessible, trusted, and appropriately reimbursed – with a focus on the online order and home delivery of prescription medicines based on e-prescriptions. However, disparities in implementation and enforcement persist between Member States. Building on this momentum, the EAEP will continue its work to support national legislative harmonisation by engaging with policymakers, competent authorities, and healthcare stakeholders at national level and support effective national implementation to ensure that existing and new regulations are applied consistently and proportionally. Through advocacy, information-sharing, and technical expertise, the EAEP will promote best practices and regulatory approaches that enable the full integration of e-pharmacy services, including online access to Rx, ultimately strengthening patient access to digital care and contribute to more connected, resilient, and patient-centred health systems across Europe.

3

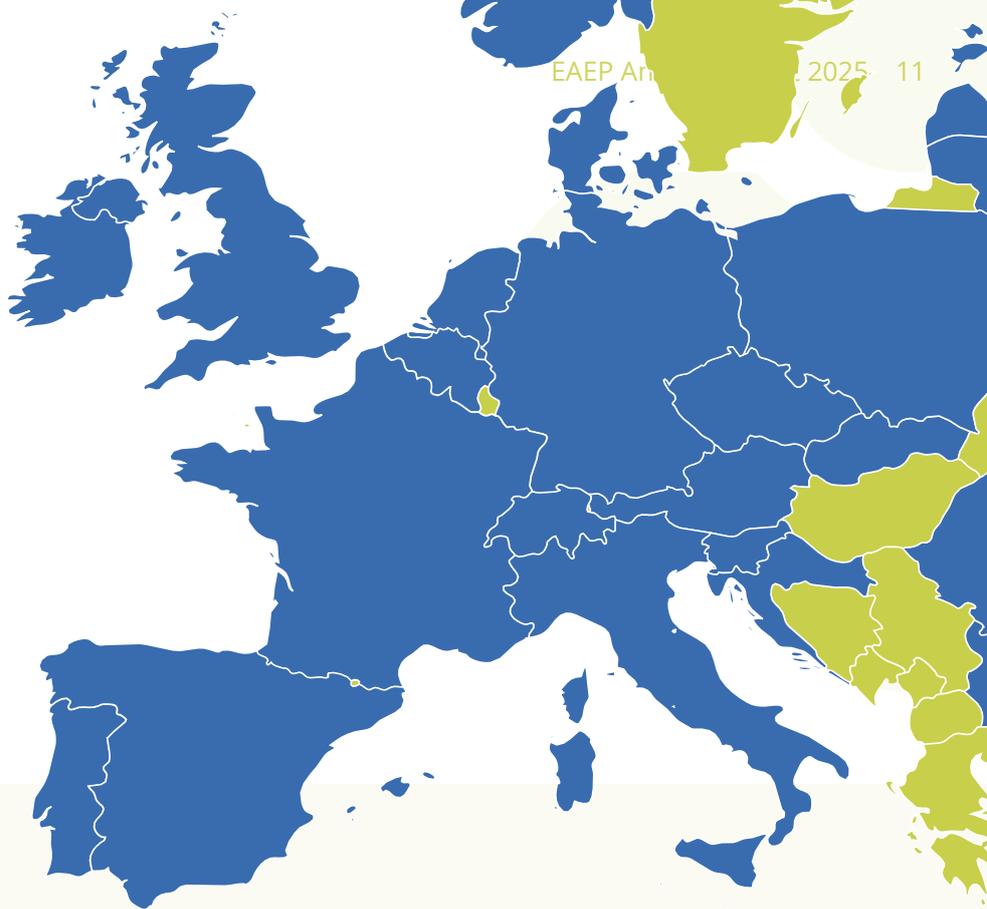### EXPANDING ENGAGEMENT THROUGH THE EAEP EPHARMACY SUMMIT

In 2026, the EAEP will significantly strengthen its role as a platform for dialogue, collaboration, and policy input through the **2026 EAEP ePharmacy Summit** ↗. This initiative will mark a major step forward in the Association's engagement effort, bringing together industry and e-pharmacy leaders, and digital health innovators to encourage informed, forward-looking discussions on the role of digital pharmacy services. The Summit's programme will include discussions on core themes to the digital health landscape, such as digital access and patient-centric healthcare models; prescription innovation and regulatory evolution; the growing role of data, AI, and automation in pharmacy operations; market developments and trends across Europe; and emerging business models and collaboration frameworks within the digital health ecosystem.

ABOUT THE EAEP

The European Association of E-Pharmacies (EAEP) continues to expand its membership throughout Europe.

Members are active in the following European countries: Austria, Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Latvia, Lithuania, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Switzerland, and UK.

OUR MEMBERS

OUR PARTNERS

The European Association of E-Pharmacies (EAEP) supports as a member/partner:

ORGANISATIONAL STRUCTURE

The Board and General Assembly constitute the governing bodies of the EAEP. In 2025, the Board and General Assembly gathered on two occasions, for in-person meetings in Brussels. The works and activities of the Association are brought forward by dedicated working groups: Cybersecurity and Data Protection Committee, E-Health Committee, Pharmacy Committee, and Sustainability Committee, as well as by the Public Affairs Working Group. Through the exchange of views and best practices, all Committees and members provide the EAEP with the necessary technical input to produce ad-hoc reports, position papers, and studies aimed at advancing the e-pharmacy sector's stances. The secretariat is steered by the Head of Brussels Office, Martino Canonico.

MEMBERSHIP ADVANTAGES

We represent the voice of the e-pharmacy sector on the European continent and safeguard the needs of our members' patients and customers. We inform the public in a transparent manner, enter into a dialogue with politics, business and market partners and leverage our concepts to strengthen the European healthcare sector and lower costs through digitisation.

KNOWLEDGE SHARING
Access to e-pharmacy-focused network

CRAFTING KEY MESSAGES
Studies, reports, newsletters, actionable material

PARTICIPATION IN COMMITTEES' WORK
Pharmacy Committee, E-Health Committee, Sustainability Committee, Cybersecurity & Data Protection Committee

SHAPING EU AND NATIONAL POLICYMAKING
Meetings, events, roundtables

CONTACTS

If you would like to know more about what we do, please visit our website **eaep.com** ⤴

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