

WHAT'S AN E-PHARMACY – AND HOW DOES IT DELIVER SAFE, PERSONALISED CARE?

1

PHARMACIES WITH A DIGITAL REACH:

The patient uses the e-pharmacy to obtain medicines and pharmaceutical care support remotely from anywhere. An e-pharmacy is a licensed, physical pharmacy offering care remotely – not just a website.

2

PERSONAL PHARMACEUTICAL ADVICE:

When ordering a medicine, whether over-the-counter or prescription, the patient engages with a pharmacist who by default conducts interaction checks, provides advice, and ensures the prescription is correct.



3

HOME DELIVERY:

After handling the order in accordance with the Falsified Medicines Directive (FMD) and national regulations for pharmacies, the e-pharmacy ships the medicine to the patient in full compliance with highest standards of safety and regulations.

4

CONTINUITY OF CARE:

After receiving the medication, patients continue receiving pharmaceutical care, follow-up support, and treatment monitoring remotely.



SAFETY FIRST: HOW E-PHARMACIES PROTECT PATIENTS

- Every e-pharmacy is tied to a physical, inspected pharmacy registered with national health authorities and displaying the EU Common Logo.
- Every prescription medicine order is checked by a licensed pharmacist before being dispensed.
- Medicines are handled according to the Falsified Medicines Directive (FMD), ensuring full traceability and product authenticity.
- The medicines offered by e-pharmacies are the exact same as those offered in brick-and-mortar pharmacies. There are no differences.
- E-pharmacies operate secure, GDPR-compliant platforms that protect patient data and confidentiality.



BENEFITS FOR PATIENTS: DIGITAL PHARMACY CARE THAT WORKS

GREATER AVAILABILITY OF MEDICINES:

Access to a wider range of medicines

Reduced risk of local shortages and improved continuity of treatment

Faster delivery of rare or hard-to-find medications

IMPROVED ACCESS TO PROFESSIONAL ADVICE, TAILORED CARE, AND ESSENTIAL MEDICINES:

Support in rural and underserved areas where access to brick-and-mortar pharmacies is limited.

Telepharmaceutical services such as online consultations, medication reviews, and digital adherence support.

24/7 access to reorder medication or consult with a pharmacist - without waiting rooms or travel.

SUPPORTING CHRONIC AND VULNERABLE PATIENTS:

Patients with chronic diseases benefit from repeat medication management, digital reminders, and check-ins.

Elderly and mobility-impaired individuals can receive safe home delivery of essential medicines with ongoing care follow-up.

Personalised care: e-pharmacies offer tailored advice and medication plans based on patient history and digital tools.