

## EAEP European Association of E-Pharmacies

Positioning Paper / QUALITY

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## THE EAMSP POSITIONING ON **QUALITY**

Patient safety and quality of care are the highest priority for the members of the EAMSP. We believe that patients everywhere in the EU should have access to high quality healthcare regardless of different country-specific legislation.

Since there is currently no common definition of quality of care in the EU, we are basing our position of quality on the six areas the World Health Organization (WHO) has identified as being crucial to improving the overall quality of healthcare. Optimizing these is also our goal as an increasingly important part of healthcare systems across Europe: safety, patient-centeredness, effectiveness, efficiency, timeliness, and equity.

### **Our Patients' Safety is of the Greatest Importance to Us.**

Online pharmacies comply with the same legislation and regulations and the high standards of safety they set as traditional bricks-and-mortar pharmacies – there are no shortcuts or special rules. To ensure consumers and patients know they are dealing with a legally operating e-pharmacy that complies with local regulations, the EU has introduced a common logo that is also used by the members of the EAMSP. It vouches for the authenticity of the websites and guarantees the safety of the products.

### **We Offer Only Safe and Authentic Products.**

The medicines distributed by e-pharmacies have the same origin as the ones distributed by bricks-and-mortar pharmacies. Only registered authentic medicines are distributed in the country of destination. The 2D barcode together with the central verification system, introduced in the Falsified Medicine Directive of EU guarantees the authenticity of the medicines.

### **Our Processes Ensure Patients Get their Medicines in Optimum Condition.**

We are committed to outstanding operational quality that ensures patients receive their medications in time in the best possible conditions. These processes include:

- All parcels are prepared and checked on the online pharmacy's premises under the supervision of the responsible pharmacist, using the 4-eyes principle.
- All medicines are stored in temperature-controlled buildings.
- We have effective expiration date management.
- We scan every single article and match-check it with the client order.
- We offer traceable packages with every carrier to monitor transport.
- We have a policy of not delivering packages to children.
- We use carriers equipped to transport refrigerated products to secure the cool chain until the parcel is given to the patient.



### **We Aim to be a Trusted Partner for Our Patients.**

All EAMSP member e-pharmacies offer a wide assortment and medications and pharmacy-related products specifically tailored to the markets they serve. This ensures that our patients receive their individual medications or para-pharmaceutical products according to their specific needs, preferences and values.

### **Patient Data are Key to Making Good Decisions. And those Data are Safe with Us.**

The patient's data like their personal health profile (interactions & contra-indications), medication history, order frequency, contacts with customer service and their desired health outcomes are the driving force for an online pharmacy to empower consumers to make optimal healthcare decisions. All data are used to the patient's benefit and in compliance with the strictest legally defined data safety standards. This means e-pharmacies neither collect, nor process, nor transfer any personal data, (including both essential and nonessential personal data), without fulfilling its information obligations or, where needed, obtaining the customers' consent.

### **We are Expert Professionals Trained to Advise Our Customers.**

In our members' online pharmacies, a team of pharmaceutical experts will guarantee that all services offered are based on scientific knowledge. This includes everything from creating comprehensive product descriptions on the website to pharmaceutical order qualification, all health-related outgoing communications, the supervision of the e-pharmacy's premises, and our pharmaceutical consulting services. In all these areas, continuous improvement is key. Pharmaceutical experts are available by mail, phone or chat to help patients in the choice of their products and to answer product- or health-related questions before, during and after the purchase.

### **We are Always Available for Our Patients.**

Online pharmacies are an answer to the needs of today's rapidly changing and moving society. Aging populations and an increasing number of less mobile patients for whom it is difficult to reach a traditional bricks-and-mortar pharmacy can easily order their medications via e-pharmacies and have them delivered to their homes. E-pharmacies are highly accessible from any computer or smartphone any place, any time. Finding the right products and ordering are easy thanks to specially designed intuitive processes and comprehensive information including package leaflets and the ability to communicate with our specially trained pharmaceutical consultants via telephone, chat or email. Delivery times are clearly communicated and patients can track the progress of their parcel online.

### **We are Efficient and Operate Sustainably**

We consider it our responsibility to operate in an environmentally friendly manner and to use our resources efficiently. We are continuously working on reducing, reusing and recycling resources and minimizing waste and emissions. By doing so, we reduce our environmental footprint while simultaneously lowering our operational costs – savings that can be passed on to our customers.

### **We are Fair and Unbiased, Treating all our Customers Equally**

Online pharmacies stand for the democratisation of the prices of medicines through the exchange of best practices and by leveraging economies of scale. This ensures better affordability for citizens across the EU and thereby better access to healthcare for many. E-pharmacies strive to offer everyone the same high level of quality of care despite the large differences in individual preferences and local regulations. Our patients receive personalised advice according to their age, gender, medication history and health profile.