

The European Association of E-Pharmacies (EAEP) represents the interests of e-pharmacies on the European continent. More than 20 million customers and patients across Europe are currently being supplied by our members and on top of that, our online pharmacies and their more than 4,000 employees are currently active in eleven European markets.

Founded in 2001 as the EAMSP (European Association of Mail Service Pharmacies) and with its name change in February 2021, the EAEP voices its interests mainly with political stakeholders, regional and business actors, with the ultimate aim to improve the health of Europe's citizens and strengthen the European healthcare system. E-Pharmacies have digitalised the classical pharmacy, and therefore act at the crossroads of digitalisation, healthcare, e-commerce and sustainability.

As pioneers in providing digital solutions and our innovative and secure processes in dealing with health data, offering medicinal products and digital healthcare service while complying with national and EU law, the EAEP members continuously seek for ways to enhance the quality, safety and efficiency of healthcare for Europeans.

As the EAEP, we have a clear position to improve the health(care) of Europeans, which requires the following:

- ✦ **An EU level playing field between brick-and-mortar pharmacies and e-pharmacies.**
Whilst playing by the same rules and delivering high quality pharmaceutical care, not in the least proven by the EU Common Logo which all EAEP Members comply with, discriminatory measures cannot be justified.
- ✦ **A recognition of e-pharmacies** as important and complementary contributors to safeguarding the supply of medicines to patients across the European Union.
- ✦ **A European E-Health Strategy which puts the patient/customer central** and creates a vision to ensure that e-health solutions are effectively taken up by the patient-customer. This means that access to high-quality medical care should be guaranteed for all Europeans in the long term. To this end, the possibilities of digitalisation must be exploited in order to make it easier for patients to access quality healthcare from any location, and to optimise and harmonise where possible, cooperation in the healthcare system.
- ✦ **A European Health Data Space**, which the EAEP supports, since we believe it will promote better exchange and access to different types of health data such as electronic health records or data from patient registries with the ultimate aim to improve the delivery of healthcare across the European Union.

- ✦ **Clear rules on EU e-commerce**, to be defined in the **Digital Services Act**, in which the well-functioning, trustworthy online web shops and platforms like e-pharmacies are set apart from those with bad intentions. **Targeted advertising** and the **country-of-origin principle** (CoOP) should be kept as important drivers to serve the patients' and customers' needs best.
 - Target advertising is seen as an essential tool to approach customers to offer them products and services which fit the customer's profile and needs. Targeted advertising would indeed benefit the customer itself since targeted and tailored offers can be made which fit the needs of that customer.
 - The CoOP is fundamental to the functioning of the internal market, and has been providing and will continue to provide legal certainty to the members of the EAEP. With the CoOP as a prevailing rule, while complying with specific rules in the respective country of destination, safety and accessibility of both non-prescription and prescription medicines as well as the provision of professional pharmaceutical telemedical services can be guaranteed.
- ✦ **A revision of pharmaceutical relevant EU legislation** with the aim to modernise how improved access to medicines for patients is guaranteed, including by recognising e-pharmacies as an important pillar of the European healthcare system.
- ✦ **A true European E-Prescription**, facilitating the **possibility for cross border healthcare**, and coupled to this, **a future EU legal framework enabling the sale of prescription medicine across the EU**, thereby taking one important step towards creating a real **European Health Union**.

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