

## Press Release

### European Healthcare Distributors' vision for Building a brighter future: a digital agenda for patients

27 May 2019

GIRP – the European Healthcare Distribution Association kicked off this morning the 60<sup>th</sup> edition of its Annual Meeting and Conference on the topic of "Building a brighter future: a digital agenda for patients". Its annual meeting is taking place from 26-28 May 2019 in Stockholm.

The conference dives deep into the revolutionising perspectives digitisation brings about, explores how the new trends will impact the healthcare sector and assesses what are the untapped opportunities to develop – keeping in mind always how these will lead to the utmost benefit of European patients.

To do so, GIRP has convened a very strong panel of expert speakers to share their experience and knowledge and engage in vivid discussions on how stakeholders can best contribute to the future of healthcare.

The meeting is focusing on three main areas for the future:

- new technologies in the supply chain,
- collaboration with traditional and new healthcare stakeholders,
- the pharmacy of the future.

Top level representatives from the European institutions, industry, the retail and, of course, the healthcare distribution spheres will take the stage throughout the course of the two days to share with us their perspective and experience on digitisation and collaboration in the healthcare value chain.

The rise of artificial intelligence in healthcare is bringing forth a great array of leading-edge tools and techniques for professionals and offers revolutionising perspectives for healthcare systems and for society. Experts will discuss the emerging trends, how AI can help the healthcare sector to overcome present and future challenges, how the cross-sectorial collaboration will be evolving or how future developments will impact patients and the personalisation of services?

Opening the conference earlier today, the new President, Mr Bernd Grabner, praised Sweden for their take on innovation: "As it turns out, we are in the very heart of European innovation: Stockholm being the second most prolific tech and start up hub in the world, second only to the Silicon Valley!"

Mr. Grabner continued "We are all actors of the personalisation of healthcare which empowers patients in managing their own health. Supply chain stakeholders are to work together to bring better solutions to that effect. Through an integrated care approach, which puts the patients at the heart of their own care, healthcare service providers can assist them with the tools to learn how to adopt a healthy lifestyle and respond faster to symptoms through a better understanding of their own health. Healthcare providers and stakeholders, including pharmaceutical manufacturers, healthcare distributors and pharmacists must be enabled to offer individualised services to patients."

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## ABOUT GIRP

GIRP, the European Healthcare Distribution Association, is the umbrella organisation for pharmaceutical full-line wholesalers and distributors of healthcare products and services in Europe. It represents the national associations of over 750 pharmaceutical wholesalers serving 33 European countries, as well as major international and pan-European healthcare distribution companies. GIRP members employ over 140,000 people and distribute around 15 billion packs of medicines as well as a wide range of healthcare products per year. As the vital link in healthcare, they are committed to developing and providing innovative and efficient healthcare products and services to improve health and wellbeing of patients across Europe.