

Press Release

**Digital healthcare
 Pharma executive speaks about the role of digitalisation in the future of
 personalised healthcare**

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Dublin, Ireland – Innovation, technology, digitalisation, partnership, and entrepreneurship – all contribute to **building efficient and resilient healthcare systems**. This is the consensus among delegates gathered in Dublin, Ireland for the European Healthcare Distribution Associations’ 59th Annual Meeting and Conference. While patients are the ultimate beneficiaries of the partnership between the healthcare value chain operators, the move towards cooperation between healthcare stakeholders also makes for **valuable contributions to the knowledge-based economy**.

The event sets a forward-looking tone for the discussion, by gathering an impressive line-up of speakers from the political, policy, business and healthcare professional worlds look at how **innovation, investment and technology** are driving forces for the future of Europe’s healthcare systems. The power of all healthcare stakeholders working in **collaborative partnerships** brings value to their common constituents - patients.

Dr. Severin Schwan, Chief Executive Officer of Roche, while addressing delegates on the issue of ‘Digital’ Healthcare spoke about the “evolving supply chain” and how his organisation is continuously developing a strategy towards “personalised healthcare” (PHC). PHC has come from a time when focusing on broad patient segments was the order of the day, to the time of focusing on specific patient groups with targeted medicines, towards individualised treatments for the future. These evolutionary moves have been driven by power of technology and increased digitalisation in healthcare. To deliver on PCH strategy, there is a need for strategic positioning between the value chain partners for improved patient care. While acknowledging challenges from real-world data in relation to access, analysis and use, Dr. Schwan’s tone was positive and forward looking. He said that “when assessing the supply chain, we see many digital opportunities and the value in working with value chain partners in the quest to delivery on the promise of doing what patients need next. Data insights leveraged along the value chain lead to smarter, more efficient R&D, while vastly improving access and personalised care.”

In responding to Dr. Schwan’s address, GIRP President, René Jenny, said that “GIRP and its members, firmly believe in the power of collaboration and partnership. We believe that a strong relationship with partners throughout the value chain contributes to building efficient and resilient healthcare systems. Technology and digitalisation in healthcare will favour innovation and bring forth better adapted solutions for better access and improved patient care”, he said. We are dedicated to building broader and deeper alliances with our industry partners and look forward to being part of that journey as our supply chains evolving into the future.

GIRP’s landmark annual conference **brings together top leaders, senior executives and decision-makers** from healthcare distributors, the pharmaceutical industry and healthcare supply chain stakeholders to share information, learn about best practices, and be introduced to new products and services, with the objective of effectively serving patients.

For information please contact: Martin FitzGerald, Deputy Director General m.fitzgerald@girp.eu

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 35 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.