



European Federation of Pharmaceutical
Industries and Associations



HEALTHWORLD 2022 CONFERENCE



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Director General, EFPIA



Realising the potential of the 4th Revolution in healthcare



Patients

**Health
professionals**

Payers

Innovators

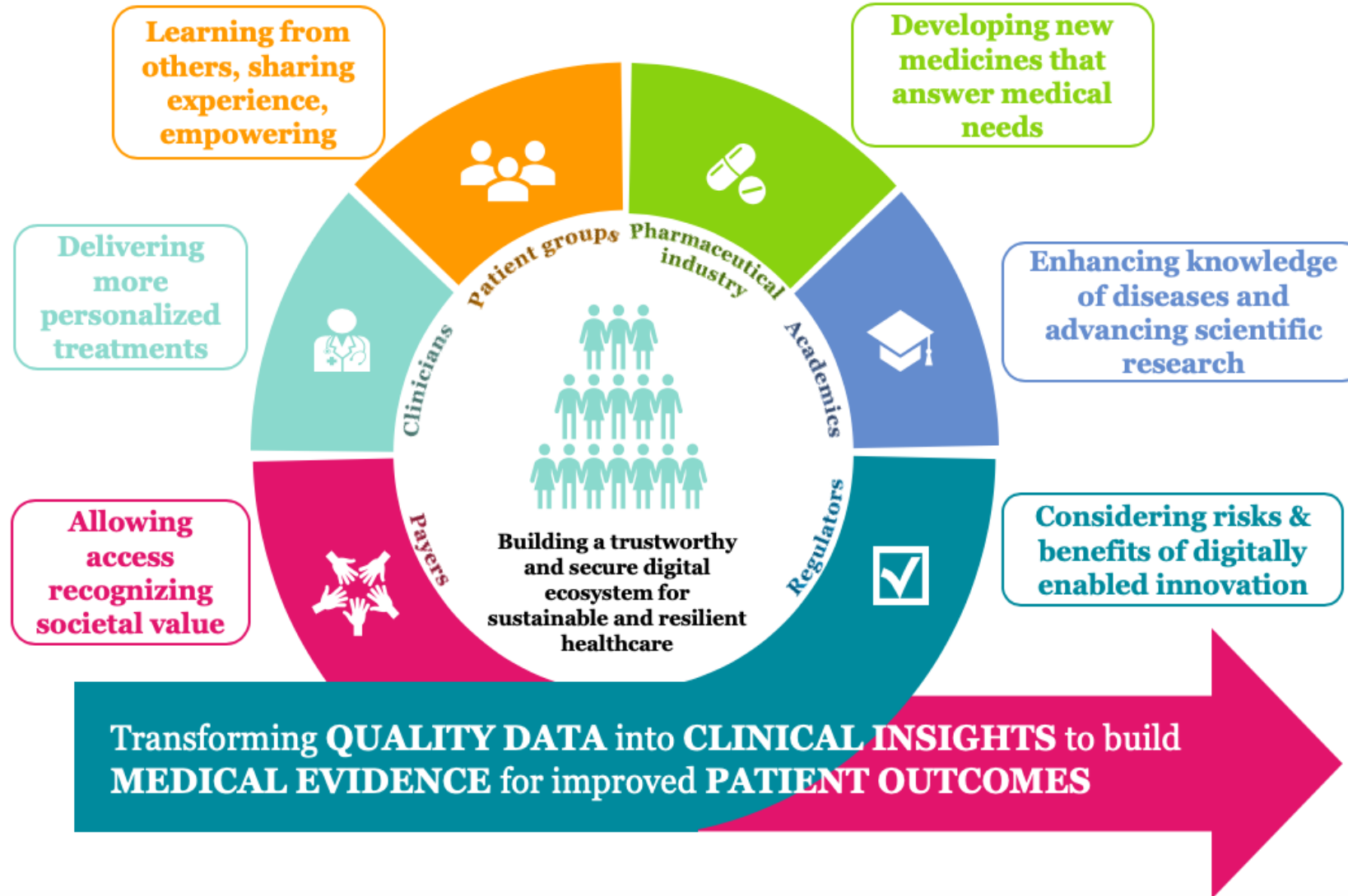
**Health
systems**

Data across the lifecycle of medicines to fuel innovation and support healthcare

The use of **digital technologies** and **data in the medicine lifecycle**



“Digitally enable” all aspects of the system



Challenges to realizing the potential

Fragmentation

Interoperability

**Lack of
incentives**

**Complex
regulation**



Data Governance

As open as possible, as closed as necessary



**Patient
centred**

**Societal
benefit**

**Citizens access
& control**

**Supporting
secondary use**

**Governance
proportional
to risk**

Working with partners to drive the change



A European perspective



“It is clear: digital tools can significantly improve the capacity and efficiency of health systems, as well as citizens’ health and well-being. They can also empower the patients. The digital transformation is essential to help European countries recover from the pandemic – to build stronger and more resilient health systems, to and support long-term competitiveness and innovation within the EU’s medical industry.”

Stella Kyriakides, European Commissioner for Health and Food Safety, 2020

Convergence of EU single market for data & review of the Pharmaceutical Strategy for Europe



*Europe is shaping its vision on the future health data and digital ecosystem
Now it's the time to contribute to the creation of long-term benefits*

- ✓ **On 3 May 2022, the European Commission published the European Health Data Space (EHDS) Proposal**
 - ✓ The EHDS complements the horizontal legislative framework laid down by the Data Governance Act and the proposed Data Act.
- ✓ The EC established the first comprehensive regulatory scheme for artificial intelligence.
- ✓ The EU is updating its rules on cybersecurity.



To be successful, Europe needs:

- **Future-proofed regulation** that foster innovation and increase attractiveness for investment in research
- **Partnership** to increase trust in data sharing and use of digital technologies
- **Investment in digital infrastructure** to ensure its scalability and usability



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Thank you for your attention



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