

Workshop on Access to
High Quality Pharmacy Services:
Advice from a
consumer point of view

Johan Hjertqvist,
Health Consumer Powerhouse
Oct 15, 2008
DG Internal Market

The health consumer empowerment context

Strong on-going, value-driven transition:

- Choice and mobility
- Access to services
- Information about medicines and therapies
- Healthcare integration
- ***The distribution of medicines within the EU to be based on these values.***



Health Consumer
Powerhouse

Guiding values for market re-regulation

- Health consumer competence
 - Self-management; responsibility; sources of knowledge
- Consumer-designed information
 - Only five out of 27 EU members provide a layman-adapted pharmacopeia
- New distribution realities
 - Internet; home delivery; integration with similar services
- The report proves: monopolies harmful
- Competition for the best added value in the chain of healthcare services.



The basic question

Not:

“Can we get rid of some of these regulations?”

But:

“Do we need any regulations at all – if yes, which ones?”



Health Consumer
Powerhouse

The Powerhouse advice

- **Independence:** what are the least restrictive means to ensure that an appropriate level of independence of pharmacists' decisions is attained?
 - **Given active consumer information and alternative distribution channels, no specific means are needed**
- **Accessibility:** what are the least restrictive means to ensure that accessibility (in terms of geographic coverage, opening hours, home delivery possibilities etc.) at the desired level is attained?
 - **Given the freedom of establishment and offering of services, no specific means are needed**
 - **The geographic coverage can be addressed by allowing pharmacy sub-contractors to deliver pre-packed POM**
- **Quality and affordability:** what regulatory system is most favourable to the performance of a pharmacy system: both in terms of quality of delivered service and in terms of prices, notably of over-the-counter medicines?
 - **Prescribed medicines: With the exception of the requirement to have pharmaceutically qualified people giving out POM; there is no reason that pharmacies should be treated different from any other expert retail trade.**
 - **Drug pricing mechanism should not be ROI-based (UK model),**
 - **OTC: No special regulation, except for certain specific medicines.**

