

Title: QR codes and other tools for patient education – how pharmaceutical industry can support adherence

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Abstract:

Not only community pharmacists and GPs need to make sure patients are taking the right medication at the right time – pharmaceutical industry as the developer and owner of all scientific data about their drugs have an equal responsibility to ensure adherence. In recent years, it has been clear that a simple provision of legally required texts – such as SmPC and PIL – might not be sufficient for this purpose. QR codes on pack offer a new way to provide supplemental and easy-to-use information about the right use of medication. And it doesn't stop there: With ever more possibilities to reach patients directly, industrial pharmacists can offer tools to support patients, but also their peers within hospital or the community pharmacies.