



NEWSLETTER

SUMMER 2026

15-16 September

ASOP | ALLIANCE FOR SAFE
GLOBAL | ONLINE PHARMACIES

ASOP Global All Hands Meeting

17 September



**World
Patient Safety
Day** 17 September

World Health Organization
World Patient Safety Day

23 September



The MEDICRIME Convention

12th Plenary Meeting,
Strasbourg

25 September

UCL | School of
Pharmacy

World Pharmacists Day as part of
UCL's bicentenary celebrations



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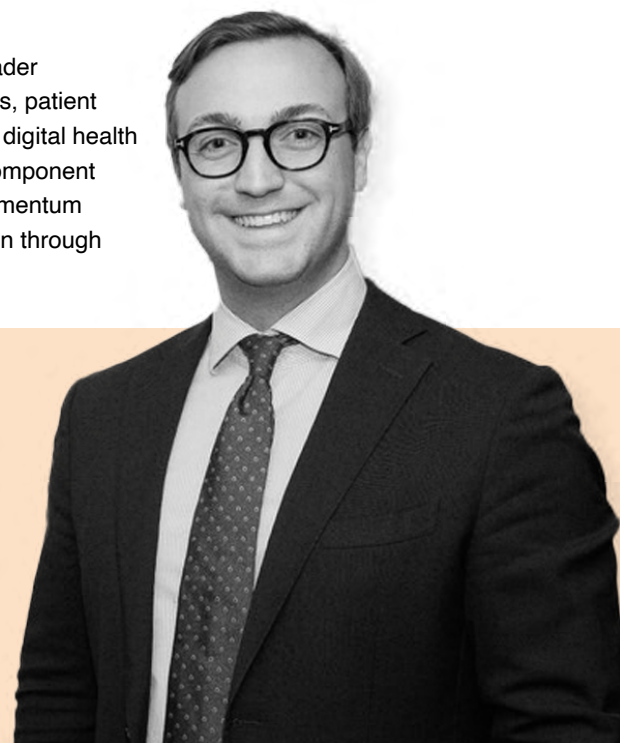
How ASOP EU and EAASM are influencing patient safety outcomes

MARTINO CANONICO, ASOP EU DIRECTOR, DISCUSSES RECENT SUCCESSES AND THE EXPANSION OF DIGITAL PHARMACY SERVICES

The past year has marked an important step forward for ASOP EU and for the broader conversation around the future of digital pharmacy in Europe. Across EU institutions, patient organisations and healthcare stakeholders, we are seeing growing recognition that digital health solutions are no longer an option for the future—they are becoming an essential component of resilient, patient-centred healthcare systems. Our latest initiatives reflect that momentum and highlight how ASOP EU continues to contribute constructively to that discussion through evidence-based advocacy, strategic partnerships and practical policy engagement.

A very good example of the much needed awareness-raising efforts is the joint Google ad and TikTok campaigns to tackle the spread of fake medicines online through illegal websites, addressed on page 6, which will be run first in the UK and then the hope is that it will be extended into Europe.

”



The OnHOME Alliance continues to grow rapidly and now brings together 45 organisations, the majority representing patients from across Europe. This growing coalition demonstrates the increasing demand for modern pharmacy services that better reflect patients' everyday needs. Our recent survey, conducted across 23 countries, provides compelling evidence of this demand: 9 out of 10 patients expressed support for regulated online access to prescription medicines with home delivery.

These findings are particularly significant for people living with chronic conditions, disabilities or reduced mobility, as well as those in rural or underserved areas. However, one of the survey's most striking conclusions is that demand extends well beyond these groups. Even patients living close to a community pharmacy recognise the convenience, continuity of care and improved treatment adherence that regulated digital pharmacy services can provide.

As one respondent from Czechia explained:

“When I'm feeling unwell, I often get very weak and would appreciate having medication delivered to my home. I also use food delivery services when I'm not feeling well. That way, I can focus on resting and following my treatment plan. Travelling is exhausting. I also don't like being around germs—pharmacies, hospitals, public transportation.”

As highlighted in the article on page 5, it was therefore disappointing to see the term telepharmacy removed from an important European Parliament report on the future of Europe's healthcare workforce. At a time when Europe has already established robust e-prescription infrastructures, is preparing for the European Digital Identity Wallet, and faces an unprecedented shortage of healthcare professionals, digital pharmacy services should form part of the solution rather than be overlooked. Especially since this request comes from the patients.

ASOP EU, together with the European Association of E-Pharmacies (EAEP) and the OnHOME Alliance, will continue to advocate for policies that place patients at the centre of healthcare innovation. Expanding access to safe, regulated telepharmacy services is not simply about embracing new technology—it is about improving access, strengthening health systems and ensuring that every patient can benefit from modern, high-quality pharmaceutical care, regardless of where they live.

MIKE ISLES, CHAIR OF THE EAASM HIGHLIGHTS FUTURE CHALLENGES IN HEALTHCARE AND HOW DIGITALISATION PROVIDES AN IMPORTANT PART OF THE ANSWER

The principle activity carried out by the EAASM in the last year has been to contribute to the Capacity Enhancing-Innovation group (C-EI working group) and supporting its goals of freeing up resources within Healthcare Systems, as well as improving patient safety and increased access to care. This group gathers expertise from various stakeholders in the field of healthcare such as professionals working in patient safety, nursing, health management, critical medicine, oncology, medication management, medical engineering, hospitals and the medical technology industry.



Of particular importance was the establishment of the SANT Committee (which is the European Parliament's Committee on Public Health). Its role is to address new pharmaceutical legislation, including the major reform of EU medicines' law, the availability and security of critical medicines, medical devices and in vitro diagnostics, health crisis preparedness and response (building on lessons from COVID-19), mental health and patients' rights, cancer prevention and the implementation of Europe's Beating Cancer Plan, digital health, including the European Health Data Space and AI in healthcare. An additional role is having oversight of the EU's relationships with organisations such as the European Medicines Agency, the European Centre for Disease Prevention and Control and the World Health Organization.

The introduction of an INI Sant Committee report entitled "**EU health workforce crisis plan: sustainability of healthcare systems and employment and working conditions in the healthcare sector**" is particularly relevant, given the WHO forecast that the European Union could face a healthcare workforce shortage of around 1.4 million by 2030. These shortages are expected to affect nurses (the largest gap), doctors in some specialities, midwives, mental health professionals, care assistants, allied health professionals such as physiotherapists and radiographers.



ECAMET

European Collaborative Action on
Medication Errors and Traceability

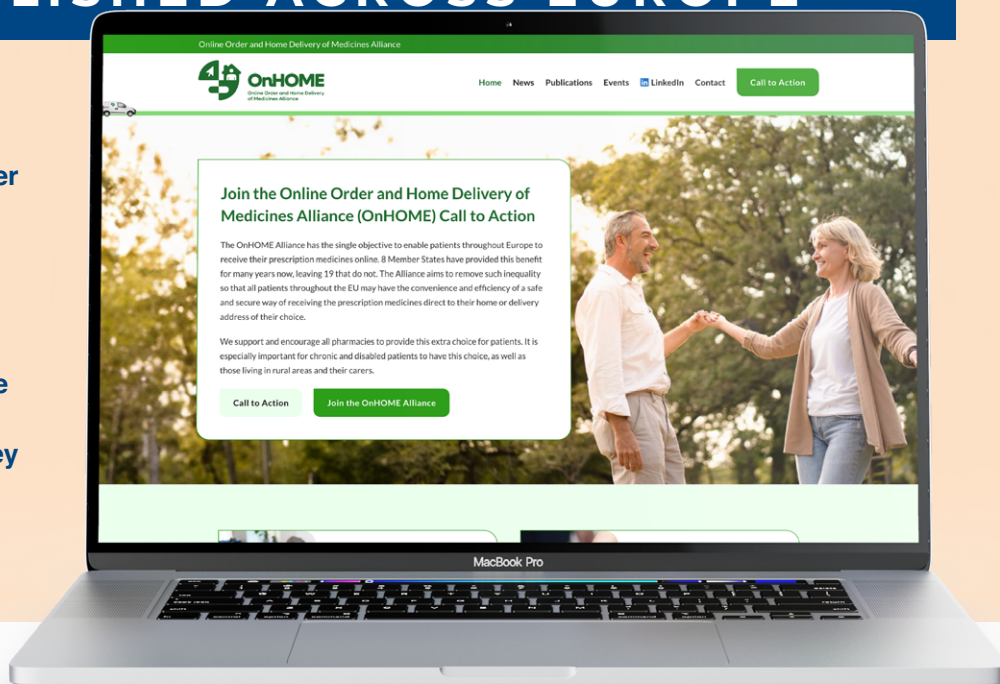
The thrust of the Sant report was to encourage the use of digital solutions to increase efficiencies. It is therefore relevant to remind ourselves of the good work that the EAASM carried out as the secretariat of the collaborative action group ECAMET (European Collaborative Action on Medication and Traceability) which captured an important snapshot in time of the state of digitalisation to reduce medication errors (MEs) within hospitals. **The comprehensive report, which can be sourced here via an interactive dashboard**, highlighted the need for greater investment in key areas such as electronic prescriptions, medication surveillance and barcode medication administration systems which are key areas to reduce MEs. Most pharmacists believed there were important areas to improve in order to reduce MEs (e.g. digitalisation, improvements in specific hospital areas, medication management, training and increased staffing and quality). They stated that funding, human resources and lack of trained staff are the main barriers to implementing these improvements.

When it was initially published, the Sant report used the terms "Telemedicine" and "Telepharmacy" within the same sentence many times throughout the report. It was therefore very disappointing that the term "Telepharmacy" was completely redacted. This demonstrates a lack of vision, as enhanced pharmacy services will be required to provide an ever-increasing role, especially in light of the projected WHO scenario of an ageing population as an increasing deficit in workforce resource unfolds.



THE ONHOME ALLIANCE PATIENT ORGANISATION PARTNERS – NOW FIRMLY ESTABLISHED ACROSS EUROPE

Since the launch of the **OnHOME Alliance** in October 2024, the number of patient organisations joining the Alliance has grown strongly. The number of partners now stands at 45. We would like to take this opportunity to thank all of our partners for their support during the past year. One area of support was the dissemination of a patient survey to their members. The fruits of this endeavour can be found on page 8.



The fight for the term Telepharmacy to be included in an important EU Parliamentary Report.

One key area of activity was advocating for the inclusion of the term Telepharmacy within the “EU health workforce crisis plan: sustainability of healthcare systems and Employment and working conditions in the healthcare sector”. This INI report was put forward by the Sant Committee within the EU Parliament.

This report, despite having the ambition to support urgently a comprehensive long-term European health workforce action strategy by enhancing digital tools, did not include the term telepharmacy. The OnHOME Alliance wrote a letter to all of the MEPs involved in the drafting of the report stating... “Removing a much-needed reference to telepharmacy in the final text of the report would mean jeopardising the goals and ambitions of this initiative, and it would limit patients’ free choice of pharmacy support delivered to them. Most importantly it would mean millions of patients would be denied vital services that telepharmacy would deliver. For chronic and disabled patients, especially living in rural areas, this would be a barrier to access their medicines and consultations with pharmacists.” We will continue to press for the inclusion of the term Telepharmacy wherever we can as clearly it is aligned to the many EU initiatives such as the EHDS and the e-wallet, as well as the fact e-prescription systems are now established across the EU.

To:

- MEP Ruggero Razza
- MEP Loucas Foulas
- MEP András Tivadar Kulja
- MEP Estelle Ceulemans
- MEP Marta Temido
- MEP Marie-Luce Brasier-Clain
- MEP Nikola Bartůšek
- MEP Francesco Torselli
- MEP Veronika Cířová Ostříhoňová
- MEP Irena Joveva
- MEP Tilly Metz
- MEP Maria Ohisalo,
- MEP Kathleen Funchion,
- MEP Giorgos Georgiou,
- MEP Christine Anderson

Date:

Brussels, 17 November 2025

Subject:

Open letter from the OnHOME Alliance to Rapporteurs and Shadow Rapporteurs on the ongoing negotiations on the draft report "EU health workforce crisis plan: sustainability of healthcare systems and employment and working conditions in the healthcare sector" (2025/2062(INI)) – per email only.

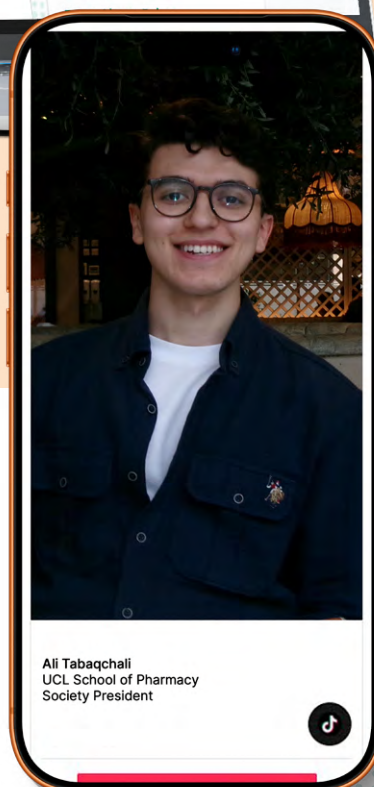
ASOP EU & UCL FIGHT THE FAKES PLAN TO LAUNCH A NEW TIKTOK AND GOOGLE AD CAMPAIGN TO RAISE AWARENESS OF THE RISING TIDE OF FALSIFIED MEDICINES AND HOW TO OBTAIN PRESCRIPTION MEDICINES ONLINE SAFELY



At the Anti-counterfeiting Annual Conference which took place on November 2025 at The Sheraton Skyline Hotel, London Heathrow, Mike Isles was part of a panel entitled “Fireside Chat – Turning the Tide Against Poly-Criminality and Counterfeiting”. He strongly recommended that one solution to this problem was to raise awareness amongst the public and thus stem demand. This gave rise to an intervention by Olivia Mazzucotelli from TikTok, Head of Brand & Industry Relations / Government Body Liaison, where she suggested that ASOP EU apply for a TikTok educational grant. This grant is now in place and will be used to finance the TikTok Campaign.



The campaign will feature two UCL School of Pharmacy students. Embedded in the TikTok video is a link to a new ASOP EU Website entitled “Facts about Fakes”. Visitors will be encouraged to use the General Pharmaceutical Council register to check the authenticity of the website they have found online.



THE ONHOME ALLIANCE CONTRIBUTES TO A EUROPEAN PARLIAMENT EVENT CALLING FOR MODERNISED DIGITAL ACCESS TO PRESCRIPTION MEDICINES ACROSS THE EU

Organised by MEP Ondrej Dostal (Czech Republic), the event “Digital Access to Medicines for a Stronger EU Health System” brought together EU policymakers, patient representatives, and healthcare professionals to explore how advancing digital access to medicines can strengthen cross-border healthcare, enhance health system resilience, and address healthcare workforce shortages.

Against a backdrop of an ageing population, a strained health workforce, and rising cross-border patient mobility, the event presented two key documents: an updated Call to Action from the Online Order and Home Delivery of Medicines Alliance (OnHOME Alliance) and the significant findings of a pan-European patient survey on digital access to medicines led by the University College London (UCL) School of Pharmacy, in collaboration with the OnHOME Alliance (See page 8).

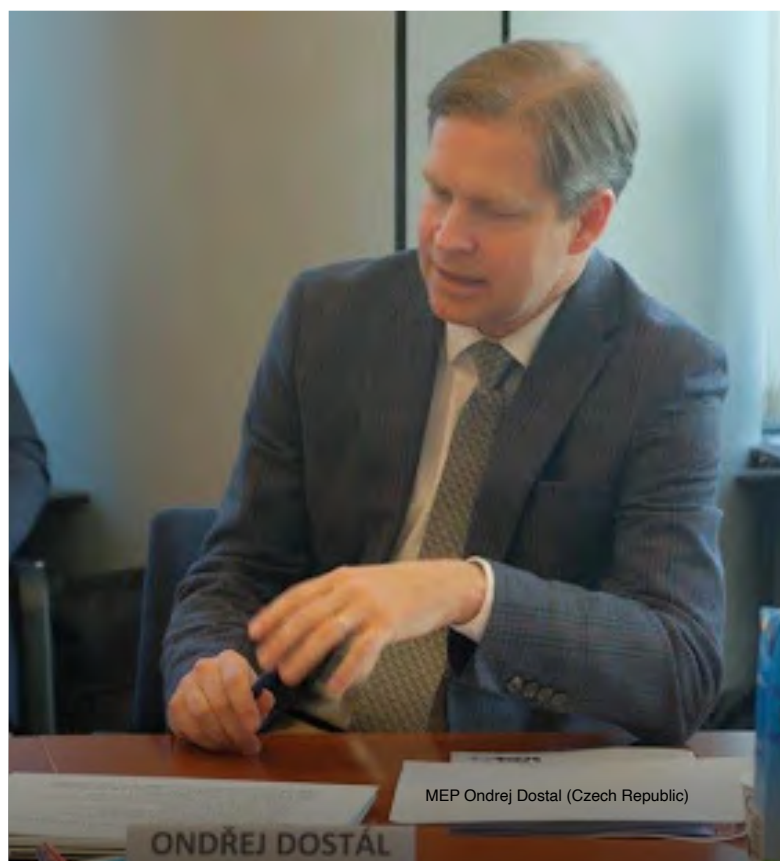


Charlotte Van Velthoven who moderated the event

Delivering the opening remarks, MEP Ondřej Dostál set the tone for the day's discussions by framing digital access to medicines as both a legal and political imperative, while also introducing broader discussions on the future of the pharmaceutical market, including technical and cross-border healthcare considerations.



Oksana Pyzik presenting the patient survey results



MEP Ondrej Dostal (Czech Republic)

A PAN-EUROPEAN SURVEY AMONGST PATIENTS REVEALS 93% OF PATIENTS EXPRESSED THE NEED FOR ACCESS TO ONLINE ORDERING AND HOME DELIVERY OF PRESCRIPTION MEDICINES

Oksana Pyzik, MPharm, MRPharmS, FHEA, Associate Professor of Pharmacy Practice & Policy at UCL School of Pharmacy, presented the significant findings of a pan-European patient survey conducted by the OnHOME Alliance partners in collaboration with the UCL School of Pharmacy Fight the Fakes Collaborating Centre. The survey was carried out across 24 EU countries through 23 of the OnHOME Alliance patient organisations' partners and drew on responses from more than 500 patients living with a wide range of chronic conditions.

Countries represented included:



Ethical approval was obtained from the UCL School of Pharmacy Research Ethics Committee (Project ID 1478).

Most importantly, 93% of patients expressed a desire for access to an online home-delivery service for prescription medicines, with 79% of respondents believing online access would support medication adherence, 84% saying it would facilitate prescription refills.

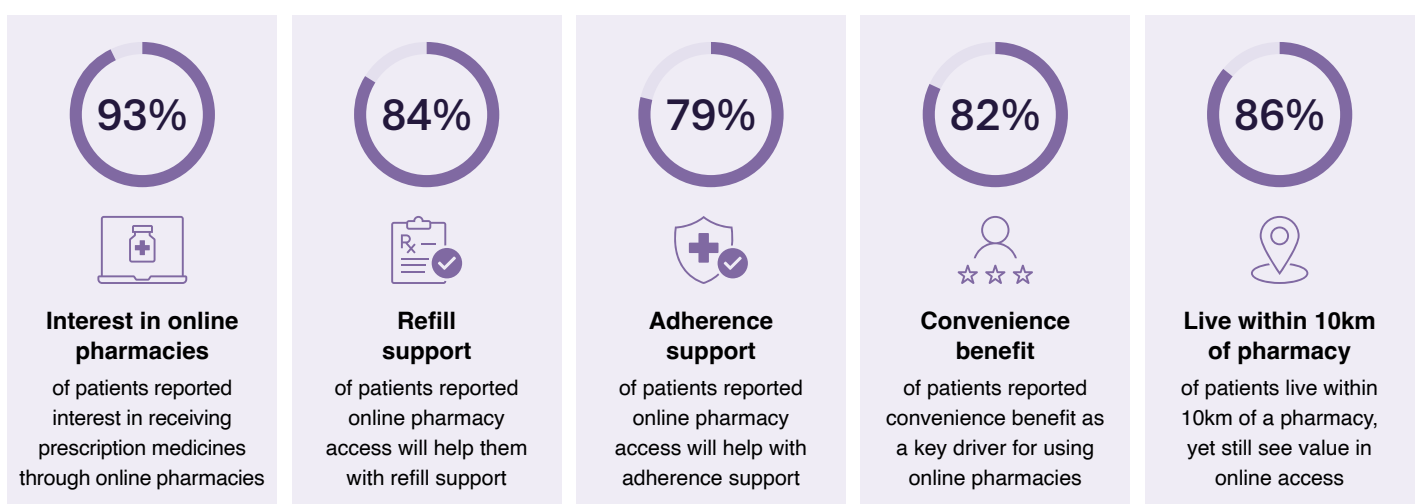
Pyzik underlined the scale and significance of the data by further highlighting qualitative insights from patients:

At present, essential prescription medicines are often out of stock in pharmacies for varying lengths of time, meaning that patients have to contact different pharmacies to check whether they have the medicine in the prescribed strength. It would be easier to search online and order the medicine for home delivery than to have to collect it from a pharmacy, which would involve travelling there.

”

Strong patient demand. Clear benefits. Proximity to pharmacies.

Quote from a German patient



Based on the findings from the report, 5 recommendations for policy makers were put forward:

- 1 Support More Equitable Access to Regulated Online Pharmacy Services Across the EU
- 2 Support Greater Harmonisation and Digital Health Education Across Member States
- 3 Maintain and Strengthen Existing Digital Health Safety Safeguards
- 4 Integrate Online Pharmacy Pathways into Wider EU Digital Health Strategy
- 5 Support Further Research and Pilot Programmes

THE CAPACITY-ENHANCING INNOVATION PARTNERSHIP MAKES GREAT ADVOCACY PROGRESS



Capacity-Enhancing
Innovation
Working Group

INNOVATION IS PART OF THE SOLUTION TO HEALTHCARE WORKFORCE SHORTAGES - CALLING ON EU POLICY MAKERS TO ACTION

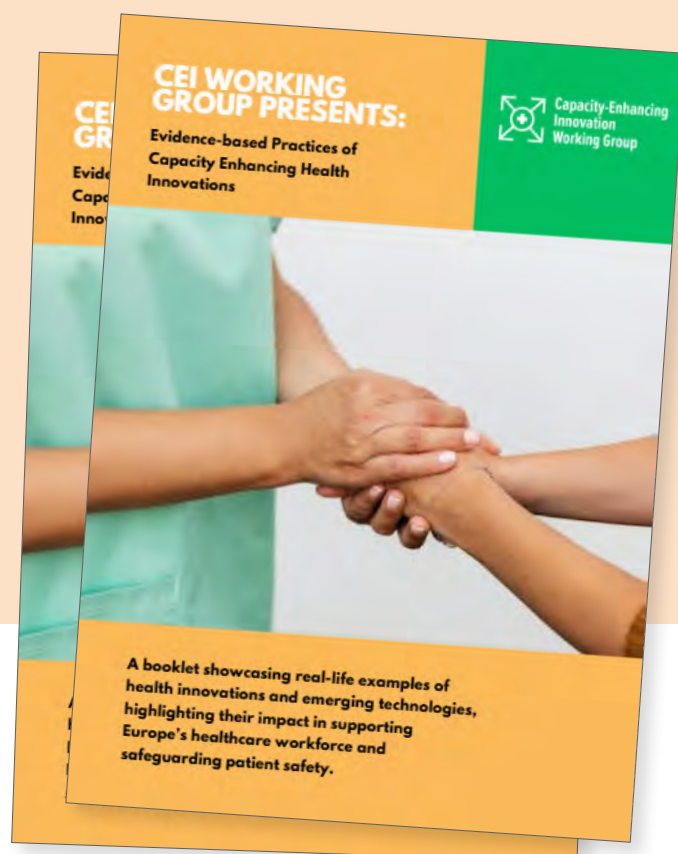
The EAASM has been an active member of the C-EI working group and supports its goals of freeing up resources within Healthcare Systems and improving patient safety and increased access to care. The group gathers expertise of various stakeholders in the field of healthcare such as professionals working in patient safety, nursing, health management, critical medicine, oncology, medication management, medical engineering, hospitals, and the medical technology industry.

In the Quarterly Strategic Meeting on 5 March, Mike Isles emphasised the current challenges in reaching out to MEPs and their assistants and it is most encouraging to note that C-EI has achieved, under the Irish Presidency, a specific meeting which will take place in Brussels (Sept-Oct exact date TBC) “Innovating for Resilience: Securing Europe’s Patient Safety Amid Health Workforce Shortages.”

Europe’s healthcare workforce is under mounting pressure, with shortages expected to deepen significantly in the coming years. While improving working conditions and staff wellbeing remains essential, it is increasingly clear that innovation, when designed and implemented thoughtfully, can play a complementary role in supporting healthcare professionals and patient safety.

The newly launched Evidence-Based Practices Booklet, developed by the CEI Working Group, examines concrete examples of health innovations across the full patient care pathway, from prevention and diagnosis to treatment, monitoring, and follow-up. The publication highlights innovative solutions that impact workflow efficiency, professional wellbeing, and quality of care. Discover how responsibly implemented innovation can help build safer, more sustainable healthcare systems across Europe.

The C-EI Evidence-based Practices Booklet



ÉIRE2026.EU
IRELAND2026.EU

ASOP EU TEAMS UP WITH REDBOW CONSULTING GROUP USING A NEW AI TOOL TO CONTRIBUTE TO NEW MEDICRIME STRATEGY AND INTERVENES AT PLENARY MEETINGS

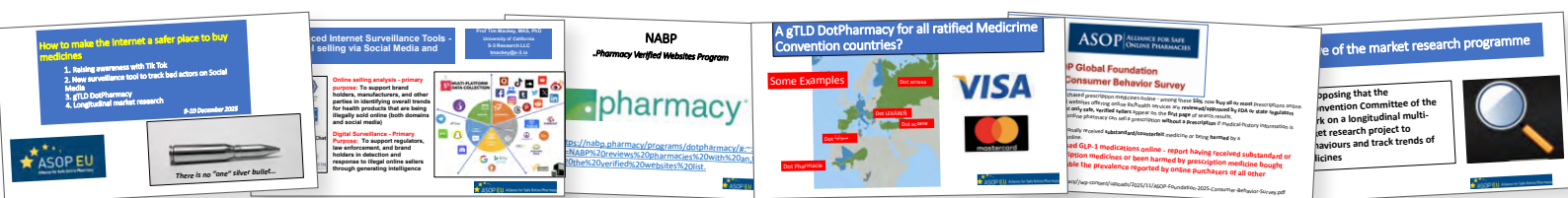


The MEDICRIME Convention



unlocking winning insights through human-led technology

As official Observers of the Medicrime Convention, Committee of the Parties (CotP) (whose Secretariat is the Council of Europe), ASOP EU attends the plenary meetings and uses the opportunity to make interventions. There have been two plenary meetings since the last newsletter. The Strasbourg (9-10 December 2025) plenary presentation can be found [here](#) and the Chisinau, Moldova (29 April 2026) plenary presentation can also be found [here](#). In both cases Mike Isles emphasised the need for the Convention to be aligned with the Digital Services Act, that longitudinal market research be carried out in each country to understand consumer behaviour as well as advocating for awareness raising, the use of the generic top level domain name .pharmacy and also a new social media surveillance tool.



In addition, ASOP EU has worked closely with Jonathan Dancer MD of the Redbow consulting group. This group creates impactful strategies, builds team alignment and drives competitiveness. It thus enhances value for healthcare companies, changing how value is perceived and exchanged.

A call was made by the Medicrime Convention Committee of the Parties to its Members and Observers to ask for input into a new strategic plan which will be based on the existing 2024 document. Using the new Redbow consulting group AI strategic tool, ASOP EU provided new thoughts on the formulation of a new strategic document for the Medicrime Convention. We await the outcome of this collaboration.



ASOP GLOBAL FOUNDATION, ASOP EU AND THE JOHNS HOPKINS UNIVERSITY JOIN FORCES TO RAISE AWARENESS ON FAKE CANCER MEDS

TAKE ACTION WITH JOHNS HOPKINS BESAFE & EVERYDOSEMATTERS

The Johns Hopkins University are working closely with ASOP Global in the USA to educate healthcare providers about the rising tide of counterfeit/falsified cancer medicines. The campaign aims to provide free tools for providers with resources and patient communication tools and advice to patients on how to source prescription medicines online safely. ASOP EU plans to join this initiative and catalyse similar activity across Europe.



Population, Family and Reproductive Health

Every Dose Matters 
PROTECTING CANCER PATIENTS.

ASOP GLOBAL FOUNDATION - FREE TOOLS FOR PROVIDERS AND PATIENTS

FOR PROVIDERS

Resources & Patient Communication Tools

Free resources to help providers identify safe online pharmacies, counsel patients effectively, and report suspected counterfeits. Includes talking points, red flag checklists, and referral guides.

ASOPFoundation.pharmacy

FOR PATIENTS

Hot to Buy Medicines Online Safely

Patient-facing education on verifying online pharmacy legitimacy, spotting warning signs, understanding the risks of unregulated sources, and how to report problems. Available in plain language.

ASOPFoundation.pharmacy

VERIFY A PHARMACY

NABP Safe Site Search Tool

Direct patients and staff to .pharmacy — the verified-safe domain for online pharmacies. Use the NABP Safe Site Search Tool to check any online pharmacy before purchase or referral.

safe.pharmacy/buy-safely

ASOP EU ADOPTS THE TOP LEVEL DOMAIN NAME .PHARMACY



The **top level domain** ("TLD") **.pharmacy** will be used for the new Facts about Fakes ASOP EU educational website. The .pharmacy TLD provides secure protection from cybercrime attacks on a website. This is because the URL address is a fraud-proof "seal of approval" that cannot be copied or cloned in any way, providing a "safe haven" for patients seeking services from legitimate healthcare-related entities, which are properly licensed, and offer products, services, and information that are reliable and safe.

An international Executive Board of the National Association of Boards of Pharmacy (NABP) oversees .pharmacy TLD through the Healthcare Merchant Accreditation programme. The .pharmacy TLD meets accreditation requirements for online advertising and card-not-present financial transactions. In the USA, this means that Mastercard and VISA recognise .pharmacy accreditation for onboarding merchants that the card brands have deemed high risk, allowing accredited businesses to process online payments. It also strengthens a pharmacy reputation as a legitimate healthcare entity and allows advertising across a wide array of social media and other online platforms, like Google and Bing. Most importantly, it enhances online patient safety. It is also useful to note that the OnHOME Alliance website has successfully obtained Healthcare Merchant Accreditation, allowing it to use a .pharmacy TLD (onhomealliance.pharmacy).

ASOP EU ATTENDS AN IMPORTANT UK HOUSES OF PARLIAMENT MEETING TO ENHANCE PATIENT SAFETY IN THE ONLINE ENVIRONMENT

This roundtable was convened with the aim to bring Parliamentarians, regulators and other key decision-makers together to discuss the scale and impact of fake medicines sold via websites that are operating illegally. Current solutions and shared activities were discussed, as well as identifying further collaborative steps needed to ensure patients have safe access to medicines and treatment online.

Following the presentations, Mike Isles made the first intervention following the presentations and recommended strongly that one significant solution would be the mandatory adoption by all UK e-pharmacies, to be accredited by the National Association of Boards of Pharmacy – Healthcare Merchant Accreditation programme, which certifies the licensed online presence e-pharmacy will have the incorruptible generic top level domain name .pharmacy.



Mike Isles with Rachael Gould head of communications at the GPhC.



HOW ASOP EU AND EAASM ARE INFLUENCING PATIENT SAFETY OUTCOMES

1

Communication via public speaking engagements

ASOP EU joined the Anti-counterfeiting Group at their annual conference. The panel discussion resulted in a senior representative of TikTok (Olivia Mazzucotelli, Head of Brand & Industry Relations / Government Body Liaison, IPR, EMEA) offering to ASOP EU an educational grant to raise awareness via the TikTok platform of the rising scourge of falsified medicines (this grant is now about to be used see page 6).



2

2nd Forum on Counterfeiting Illicit Trade

ASOP EU was asked to be part of an expert panel entitled "From Click to Doorstep: E-Commerce, Small Parcels, and Consumer Safety".

ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT



3

8th Pharma Supply Chain & Security World 2026

ASOP EU gave the keynote address at this event. The title was "How many silver bullets needed to combat falsified medicines online?"

4

Medicrime Convention

Attending Strasbourg 2025 and Moldova plenary Committee of the Parties plenaries.

8th PHARMA SUPPLY CHAIN & SECURITY WORLD 2026

"SUPPLY-CHAIN, DRUG SERIALIZATION, PACKAGING, LOGISTICS AND ANTI-COUNTERFEITING"

18th and 19th March 2026, London, United Kingdom



The MEDICRIME Convention