Digital Health
Manifesto

2024 EU Elections

Introduction

Through the following manifesto, the signatories – representing healthcare stakeholders – aim to promote a sound and innovation-friendly strategy on digital health.

We are convinced of the transformative potential of digitalisation of healthcare, as this will empower patients to control their health data in electronic format and healthcare providers to deliver the best possible health outcomes.

The 2024 European Parliament elections constitute a unique opportunity for the European Union and its policymakers to turn the focus towards the much-needed digital transformation of healthcare. The uptake of digital solutions to ensure access to healthcare was on the rise already prior to the Covid19 pandemic, and it is now time for policymakers to fully unleash the benefits for citizens, leaving no patient nor healthcare setting behind.

Ensuring better access to healthcare through transformative digital solutions, including across borders, will ultimately improve access, quality and continuity of care offered to all European citizens, no matter where, and reduce healthcare costs. Never before has such an imperative been stronger.

Manifesto
Proposals

1 Foster the Digitalisation of Health Systems

Encourage investment in, and uptake of, digital health technologies, including electronic health records, electronic prescriptions, and digital access to prescription medicines across all EU member states, to enhance healthcare accessibility, efficiency, and affordability. Patients should be provided with various ways in which to access healthcare services, digitally and in person, enabling them to choose the services that align best with both their healthcare and practical needs.

Develop a true European Digital Identity, to ensure a trusted, secure and efficient means for patients to authenticate, taking a holistic, coherent, and user-friendly approach.

Encourage investment in public procurement for the research and development of innovative health technology solutions such as telemedicine, teleconsultation, AI-driven diagnostics, and wearable devices.

2 Health Data **Harmonisation and Interoperability**

Accelerate the primary and secondary use of health data, with the aim of delivering the best possible health outcome for patients, by supporting the adoption of interoperability standards and enabling greater data sharing. Currently, lack of interoperability leads to healthcare providers not being able to access complete medical records, causing poor medical decisions for diagnosis and treatment and therefore putting patients in jeopardy.

Moreover, **ensure that data privacy regulations are balanced but at the same time championing the need for data sharing** to advance medical research and improve patient care.

3 Regulatory Agility and Sandboxing

Implement regulatory sandboxes that allow entrepreneurs to test and develop innovative healthcare solutions under controlled conditions, in alignment with the AI Act, Medical Devices Regulation and other existing schemes. This entails establishing clear criteria for participant selection, providing access to simulated healthcare environments, anonymised patient data, and fostering collaboration among stakeholders.

Simultaneously, maintain an agile regulatory framework that adapts to the rapidly evolving health technology landscape while ensuring safety and effectiveness. This approach encourages iterative innovation while upholding stringent safety and effectiveness standards. **By nurturing an ecosystem where innovation thrives within defined boundaries, we enable startups to develop transformative health technologies responsibly and efficiently.**

4 Reimbursement of Digital Health Solutions

To harness the full potential of digital health, **it is important to recognise the vital role of reimbursement for digital health solutions within statutory health insurance.** To date, reimbursement policies prioritise physical care, ultimately preventing patients from fully benefiting from remote consultations, which is important especially in rural areas. Concrete best practices across Europe should be replicated to foster harmonisation among Member States. Future EU legislation in this domain should, first and foremost, enable equitable access to the best quality of digital health innovations and services across Europe for patients and healthcare providers. Future legislation should also acknowledge and promote the importance of fostering a level playing field for healthcare stakeholders when it comes to (cross-border) reimbursement policies. This strategic approach directly addresses challenges in healthcare delivery and access (especially across borders), while also serving as a catalyst for innovation, all the while safeguarding patient privacy.

Spearheading
AI in Healthcare 5

Artificial intelligence holds immense promise in improving patient outcomes. This technology has the potential to solve some of the world's most pressing healthcare challenges. Creating a supportive regulatory environment, allocating funding, and promoting data accessibility to facilitate AI in health innovation is pivotal in ensuring better care for all and to realise cost efficiencies and accessibility.

About
Signatories

The European Association of E-Pharmacies (EAEP) represents the interests of e- pharmacies on the European continent. E-Pharmacies have digitalised the classical pharmacy, and therefore act at the crossroads of digitalisation, healthcare, e-commerce and sustainability. EAEP members continuously seek for ways to enhance the quality, safety and efficiency of healthcare for Europeans through digital solutions.

Allied For Startups is a member-led, worldwide network of advocacy organisations, whose primary focus is to improve the policy environment for startups on a global scale. Through its collaborative efforts, AFS strives to build consensus on policies that not only support startups but also promote digital entrepreneurship and advance the digital economy at large, with the mission to amplify the voices of startups within government spheres.

The Alliance for Safe Online Pharmacy in the EU (ASOP EU) comprises patient organisations, healthcare providers, pharmacists, pharmaceutical companies, distributors, wholesalers and online intermediaries, such as logistics and postal companies and platforms, search engines, and financial service providers that transact payments. All participants are dedicated to increasing patient safety online and campaigning for tough action against illegal online pharmacies. Our goal is to make real and positive change to improve patient safety online, ensuring that Europe plays its important part in securing practical solutions to this growing global problem and progress can only be made by a concerted collaborative effort.

The European Health Management Association (EHMA) serves as a not-for-profit membership organisation open to all those committed to improving health and healthcare. We focus our actions on health management capacity and capabilities and aim to support the successful implementation of health policy and practice where possible. Through our efforts, we make a difference across Europe to improve health for all citizens.

The International Alliance of Patients' Organizations (IAPO) is a unique global alliance representing patients of all nations across all disease areas. With 300 member organisations from 71 countries representing 50 disease areas, IAPO works to promote patient-centred healthcare around the world. IAPO's vision is to see patients placed at the centre of healthcare.

The European Institute for Innovation through Health Data (i~HD) develops and promotes strategies and enabling solutions that can improve healthcare and accelerate research through more trustworthy learning from health data. It is a multi-stakeholder, not for profit body that supports healthcare and research organisations, and patients, to capture and reuse better quality health data. It promotes the adoption of interoperability standards, data quality assessment and improvement, good practices in privacy protection, trustworthy digital health tools and platforms, patient empowerment and the focusing of healthcare on outcomes and value.
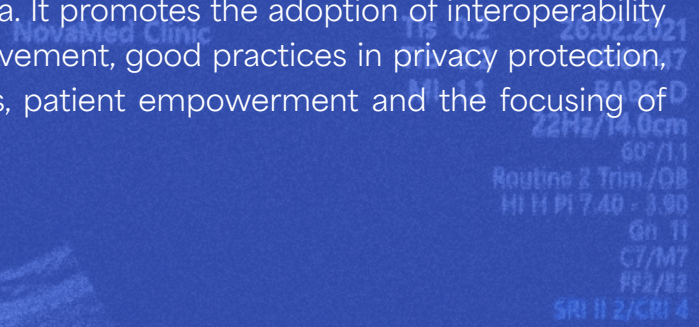
About
The Digital
Health Manifesto

Our Digital Health Manifesto aims to promote a comprehensive strategy for the digitalization of healthcare, endorsed by various stakeholders across the healthcare supply chain. The manifesto emphasizes the transformative potential of digital health technologies in empowering patients to control their health data and enabling healthcare providers to deliver optimal outcomes. Key points include fostering digital health system development, promoting health data harmonization and interoperability, advocating for regulatory agility and sandboxes for innovation, addressing reimbursement policies for digital health solutions, and spearheading the integration of artificial intelligence in healthcare.

The signatories, representing diverse healthcare interests such as e-pharmacies, startups, patient safety organizations, health management associations, and patient advocacy groups, underscore the importance of collaboration to realize the benefits of digitalization while prioritizing patient safety and privacy.

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