

Reinventing the prescription: think positive, do positive and make the difference



Manon Buyl¹, Annelies De Greef¹, Laurence Peeters¹, Wouter Hamelinck¹, Jan De Belie¹, Dieter Demeestere¹, Marc Buckens², Lieven Zwaenepoel³

¹Incubation cell APB, ²Flux, ³APB – Association of Pharmacists Belgium – Archimedesstraat 11, 1000 Brussels, Belgium

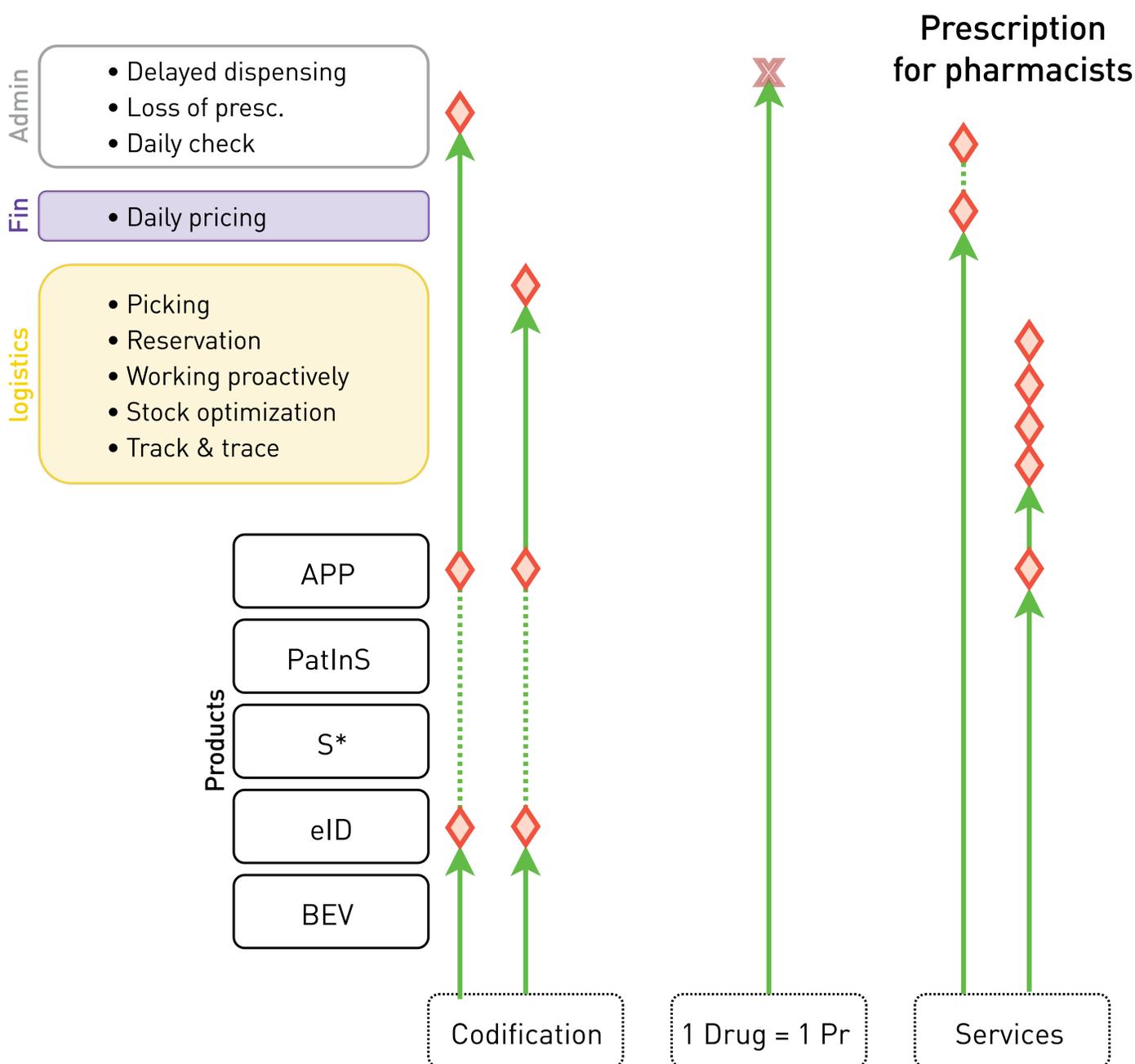
Introduction

eHealth services are constantly evolving. In 2010 a non-profit organisation was founded, with the aim of introducing an electronic prescription system in Belgium. In 2017 public authorities decided they wanted the dematerialization of the electronic prescription by 2020.

Purpose and Methods

The ultimate goal is to strengthen the current (trust) relationship between the patient and the pharmacist, and to provide added value by creating new opportunities. It makes no sense to replace a piece of paper with its digital equivalent if there is no benefit to it.

APB started a working group, consisting of an equal number of patients and pharmacists and a roughly equal number of women and men.



Results

Pharmacists are at risk of losing a group of 25 - 40 year-olds who will buy their prescription medication online. We prepared a White Paper for implementing the dematerialization process.^[1] Validating the prescription at the moment of prescribing is key to success. We also identified many opportunities in the financial, administrative and logistics fields for pharmacies (see figure).



Scan the code to read more about our project and to download our White Paper.

Identification of opportunities in financial, administrative and logistics fields for pharmacies

Conclusion

Thanks to this positive approach, dematerialization reinforces the continuous care family pharmacists provide to their patients, therefore making it possible to fulfil every patient's right to personal care.

Manon Buyl
manon.buyl@apb.be

References:

[1] White Paper Dematerialisering van het elektronisch voorschrift, August 2018