

# Digital Green Industry

## Transitioning from a paper to a digital based system of healthcare professional (HCP) safety communications.

In the healthcare sector, effective communication regarding the risks and benefits of medicines is paramount to ensuring the safety and well-being of patients. One critical aspect of this communication is the dissemination of safety information to healthcare professionals. Medicines for Ireland (MFI) is committed to collaborating with other stakeholders to provide HPRA mandated communications using digital channels that are faster and more accessible than current methods in order to reach the appropriate healthcare professional groups. MFI believes that digital channels can be successfully used for different communications such as direct healthcare professional communications (DHPCs), caution in use notifications (CIU), and additional risk minimisation measures (ARMMS).

### Paper usage

1,260,500

pages or 6.3 metric tonnes of safety communications printed by MFI members\* in the past three years.

### Costs

€726,000

spent by MFI members\* relating to the production, storage and distribution of these paper materials over the past three years.

## Why switch to digital?



Instant access to updated/new information, reducing the risk of outdated materials and ensuring timely updates to healthcare professionals and patients.



Providing communication about medicines to healthcare professionals using the channel that HCPs typically use to receive other health related information.



Digital communications are environmentally friendly, reducing the reliance on paper and contributing to sustainability efforts.



Switching to digital communications may prevent duplication of efforts and costs resulting from preparing, printing and distributing multiple copies of the same information on a single molecule from different manufacturers.

\*approximate figures provided by 75% of MFI member companies

# Examples from across Europe

## Netherlands

- Since the 1st of October 2024, the policy for sending Direct Healthcare Professional Communications (DHPC) and recall letters has shifted to a digital format utilising email.
- This change allows important risk communications to be delivered more quickly. Many healthcare professionals have long requested to receive these safety communications digitally.
- Healthcare providers with known email addresses will receive these communications via email, while those without a registered email address will continue to receive them by post.
- The MAH may use a third party to disseminate the DHPC via digital means.

## Sweden

- Since October 2024, the Swedish Medicines Agency introduced a pilot study where the agency sends new, important drug information to the digital mailboxes of concerned prescribers.
- If the pilot turns out well, this could become a permanent solution in the future.
- The pilot study is expected to last until the spring of 2025.
- The requirement for pharmaceutical companies to send out DHPC via regular mail remains until further notice.

## About Medicines for Ireland

Founded in 2016, Medicines for Ireland (MFI) is the established industry voice within the Irish healthcare system, representing the pivotal role and interests of manufacturers and suppliers of generic, biosimilar, and value added medicines.

Our vision is that all Irish patients can afford and access the medicines they need to get well, stay well, and live well. As an organisation, our core objective is to improve how Ireland procures and supplies medicines to expand patient access to affordable, lifesaving and life-enhancing treatment.

## Our members

