



NEWSLETTER

SUMMER 2025

3 July



**OnHOME Alliance Partner
Workshop Event**

9-10 September

ASOP | ALLIANCE FOR SAFE
GLOBAL | ONLINE PHARMACIES

ASOP Global All Hands Meeting

17 September



**World Health Organization
World Patient Safety Day**

9-10 December



MEDICRIME Convention

**10th Plenary Meeting,
Strasbourg**

SUMMER 2025 CONTENTS

3 - 4

Martino Canonico, ASOP EU Director, unpacks work to make the internet a safer place to access medicines and health services

5

Mike Isles, Chair of the EAASM, summarises key activities

6 - 7

The OnHOME Alliance (Online Order and Home Delivery of Medicines Alliance) establishes a growing number of partners to advocate for equal patient access to prescription medicines online by all Member States

8

EAASM joins CEI Working Group to advocate for better resource optimisation to support healthcare workers and enhance patient care

9

The challenge to introduce the top level domain name .pharmacy in the UK – ASOP EU / EAASM presents at the Clinical Pharmacy Congress London Excel Centre

9

OnHOME Alliance LinkedIn campaign launch

10

Milestones achieved by the OnHOME Alliance in 2025

11

“Unlocking the Benefits of Online Access to Prescription Medicines Across the EU” to be published in the Frontiers in public health journal / scientific article

11

ASOP EU attends an expert meeting hosted by The Medicine Quality Research Group on substandard and falsified medicines

12

ASOP EU attends the 9th plenary session of the Medicrime Convention – Committee of the Parties

12

ASOP EU joins Fight the Fakes pharmacy student group for a briefing at the new U.S. Embassy in London by the FDA Office of Criminal Investigation country attaché

13

OnHOME Alliance sets strategic direction for 2025-26

14

ASOP EU advocates for telepharmacy to be added to implementation of guidelines on access to healthcare for persons with disabilities

14

How ASOP EU and EAASM are influencing patient safety outcomes

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MARTINO CANONICO, ASOP EU DIRECTOR, UNPACKS WORK TO MAKE THE INTERNET A SAFER PLACE TO ACCESS MEDICINES AND HEALTH SERVICES



It is now a year since I took up the post of ASOP EU Director and the progress that we are making is significant. My role as Head of the EAEP Brussels office enables me to follow and shape the many new e-health initiatives and legislation that are coming to fruition. However, as Europe advances rapidly towards a more digital healthcare ecosystem—with e-prescriptions, telepharmacy, and cross-border access to health services—ensuring the possibility, safety and legitimacy of online access to medicines for patients has never been more urgent.

Unfortunately, this digital evolution continues to be accompanied by a rise in online fraud, with thousands of suspicious websites continuing to emerge, offering falsified or substandard medicines. These threats jeopardise patient safety and undermine trust in legitimate digital health tools.

Despite the existence of sound national and EU regulations, fragmented enforcement and uneven patient access to online pharmacies continue to allow dangerous platforms to thrive across Europe. In response, one of ASOP EU's central activities has been to raise awareness among policymakers, stakeholders and the public about how to identify and access safe, legal online sources of medicine and health services. Ensuring that patients and consumers are informed about the risks of illegitimate online sellers—and the hallmarks of trustworthy ones—is key to tackling this persistent threat. However, for as long as patients will be prevented from having access to legitimate digital health services due to outdated and redundant national legal frameworks, the problem will continue to rise.

For instance, we should remember that online access to prescription medicines has been a safe and secure reality for many years in eight EU Member States (and three EEA countries). Unfortunately, this means that 19 Member States currently deny their citizens this benefit and thus prevent patients from having the freedom to choose how to obtain their medication – potentially paving the way to the spread of illegitimate actors.

So we firmly believe that the sooner all 27 Member States allow patients to obtain their prescription medicines online safely through registered online pharmacies, the sooner the general public will know how to avoid those websites that are operating illegal services. This is why we launched the OnHOME Alliance: a coalition aimed at driving legislative change to enable online access to prescription medicines across all EU Member States. This initiative is quickly gaining momentum. We are proud to now count more than 30 patient organisations and healthcare stakeholders—both pan-European and national—among our partners. Together, we are building a powerful and unified voice for patient equality and digital access to healthcare.

We believe the time is right for change. The original legislation relating to the access of medicines and the Internet was first laid down in 2001. It was then partially updated in 2011, when the Falsified Medicines Directive was launched. This not only mandated for a secure supply chain with every prescription pack uniquely tagged with a bar code but also obliged EVERY Member State to at least allow OTC medicines to be accessed via online services.

So the direction of travel has clearly been set. The European Commission has stated that the European Health Data Space "... is a cornerstone of the European Health Union and the first common EU data space dedicated to a specific sector as part of the European strategy for data" and clarified that no discrimination between online and offline healthcare delivery will be permitted moving forward.

The EHDS Regulation constitutes the basis for Member States to enhance their digital health infrastructure and for patients to be able to redeem their e-prescriptions everywhere in Europe, thus providing a secure way to authenticate and access services digitally. Therefore, the technology is already in place so now is the time to ensure all EU citizens can receive the benefits of home delivery of prescription medicines. This is particularly important for chronically ill and disabled patients living in rural areas.

The foundational evidence for establishing the desire and need by the public for this online healthcare service can clearly be seen in the independent [Copenhagen Economics](#) report.



”

Looking ahead, the OnHOME Alliance is preparing to launch a large-scale patient survey across as many EU Member States as possible. The goal is to gather practical, on-the-ground evidence that reinforces what we already know: patients want and need safe, legal access to their medicines online, through registered pharmacies. I look forward to reporting on this in the coming months.

BENEFITS OF ONLINE ACCESS

CONVENIENCE

flexible ordering and avoiding pharmacy visits



between 69% and 84%
of respondents value ordering at any time



between 67% and 80%
of respondents value access to a delivery service



15 minutes
estimated average time saved per transaction



up to EUR 1.3bn in the short term and up to EUR 2.3bn in the long term
in convenience benefits from the EU-wide removal of restrictions

IMPROVED HEALTH OF CHRONIC PATIENTS

due to increased medication adherence



Respondents attribute non-adherence to unavailable medicine, forgetting refills, and time constraints



64%
of chronic patients experiencing time constraints believe online access would improve adherence



57%
of respondents who used online dispensing believe that online access helps to improve their adherence

MIKE ISLES, CHAIR OF EAASM, SUMMARISES THE KEY ACTIVITIES OF THE EAASM OVER THE 2024/25 PERIOD

It was heartening to look back on the various successful patient safety activities of the EAASM over the past year. In the last newsletter we acknowledged the fact that medication errors (MEs) was to be included within the General Pharmaceutical Legislation and in particular within Article 111 where the term “medication errors” is now listed as an integral part of the adverse event record.

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It is important to keep highlighting that there is clear evidence that MEs still occur in frequent numbers and hospitals especially need to play their part in practices that not only prevent MEs, but also to ensure protocols are in place to learn from mistakes. It was disappointing to note that in the comprehensive survey commissioned by the EAASM and carried out by Ipsos Mori in answer to the question “Are your medication errors in your hospital available to the public” only 13% said that they did. Let us hope that percentage has increased dramatically.



MAY WE COME TO DISCUSS AN IMPORTANT PATIENT SAFETY ISSUE WITH YOU?

New report on staff shortages and burn out in cancer medication administration reveals longer waiting times to receive medication and increased harm from medication errors, to patients, their families and healthcare professionals



317 senior hospital pharmacists surveyed across Member States cited the main barriers for digitalisation and automation were funding and human resources.




Last year we published a report “[Staff Shortages and Burn Out in Cancer Medication Administration in Europe](#)” and this was followed up with a leaflet drop in each of the pigeon holes of the 700 plus MEPs. I began loading them one by one through their individual opening letterbox doors until a kind person said “please come round the back the post boxes are open on that side”! saving me a good hour or so of work. We are now looking to support the Capacity-Enhancing Innovation (CEI) working group. This is a strategic initiative under the EU Health Coalition, committed to addressing critical workforce shortages and improving resource optimisation in European healthcare systems.


By bringing together a wide range of healthcare stakeholders, the group promotes collaborative innovation and shared expertise to inform effective, forward-looking health policy. It is extraordinary to think that by the year 2040, 1 in 4 people will be working in healthcare to be able to cover all the needs in this sector. It is therefore important to leverage innovations to ensure patients will be able to access the right level of care as the population dynamic evolves.

THE ONHOME ALLIANCE ESTABLISHES A GROWING NUMBER OF PARTNERS TO ADVOCATE FOR EQUAL PATIENT ACCESS TO PRESCRIPTION MEDICINES ONLINE BY ALL MEMBER STATES

OnHOME Alliance Launch Event

THE PATIENTS' VOICE NEEDS TO BE HEARD ABOVE EVERYTHING ELSE

 Tuesday
29 October 2024
9⁰⁰ – 13⁰⁰

 Microsoft Centre,
Rue Montoyer 51,
1000 Brussels



Many of you will know that the Falsified Medicines Directive obliged all Member States to allow licensed pharmacies to sell /dispense medicines via the Internet. At that time 8 Member States already allowed prescription medicines as well as OTC medicines to be obtained online. This has left an unequal healthcare situation as 19 Member States do not allow patients to obtain their prescription medicines online.

This is set against a backdrop during recent years, of many EU countries having adopted electronic prescription systems, providing the means to authenticate prescriptions digitally. In addition, upcoming EU regulations, such as the European Health Data Space (EHDS) and the EU Digital Identity (eID) wallet, will establish the necessary interoperability standards and infrastructure to enable patients to authenticate services digitally and safely access their health data.

This makes it very clear that the time is right to advocate for a change in the 20-year-old legislation and allow all patients across the EU to have equal access to prescription medicines wherever they are.

To achieve this objective the OnHOME Alliance was born, with a launch event taking place on October 24th 2024. With the key guest speaker being MEP Andriukaitis it made for a significant start to the advocacy campaign.



Since the launch, the number of partners joining the Alliance has been increasing rapidly. Primarily made up of patient organisations, both European umbrella organisations as well as significant national patient communities, the Alliance now has no less than 30 organisations which all endorse the key advocacy objective of calling on all EU policy makers:

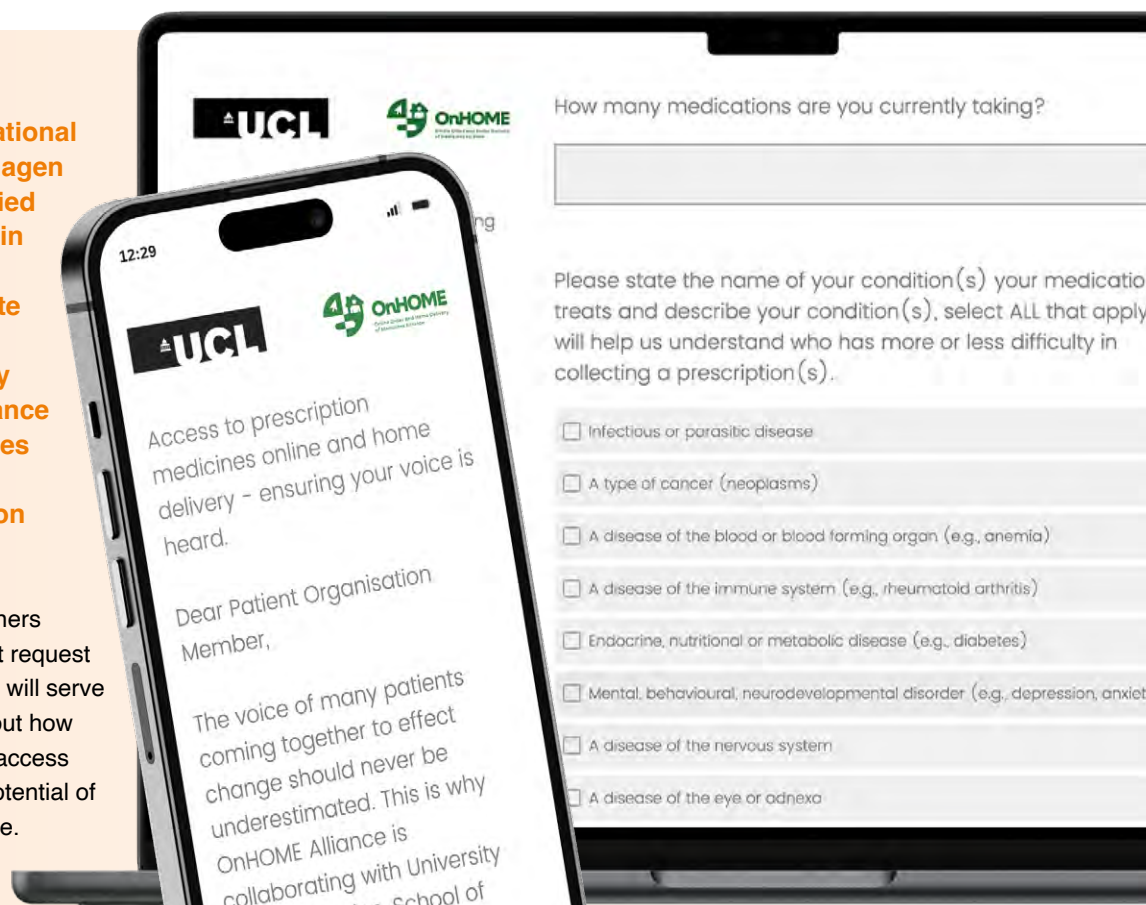
“We therefore call on EU policymakers to improve the availability of medicines online by encouraging Member States to take the necessary steps to allow online access to prescription medicines, leveraging the current revision of the General Pharmaceutical Legislation. Specifically, this could be achieved by amending Article 172 of the Commission’s proposal for the Pharmaceutical Directive, which will regulate the sale of medicinal products at a distance to the public.”

Our Partners

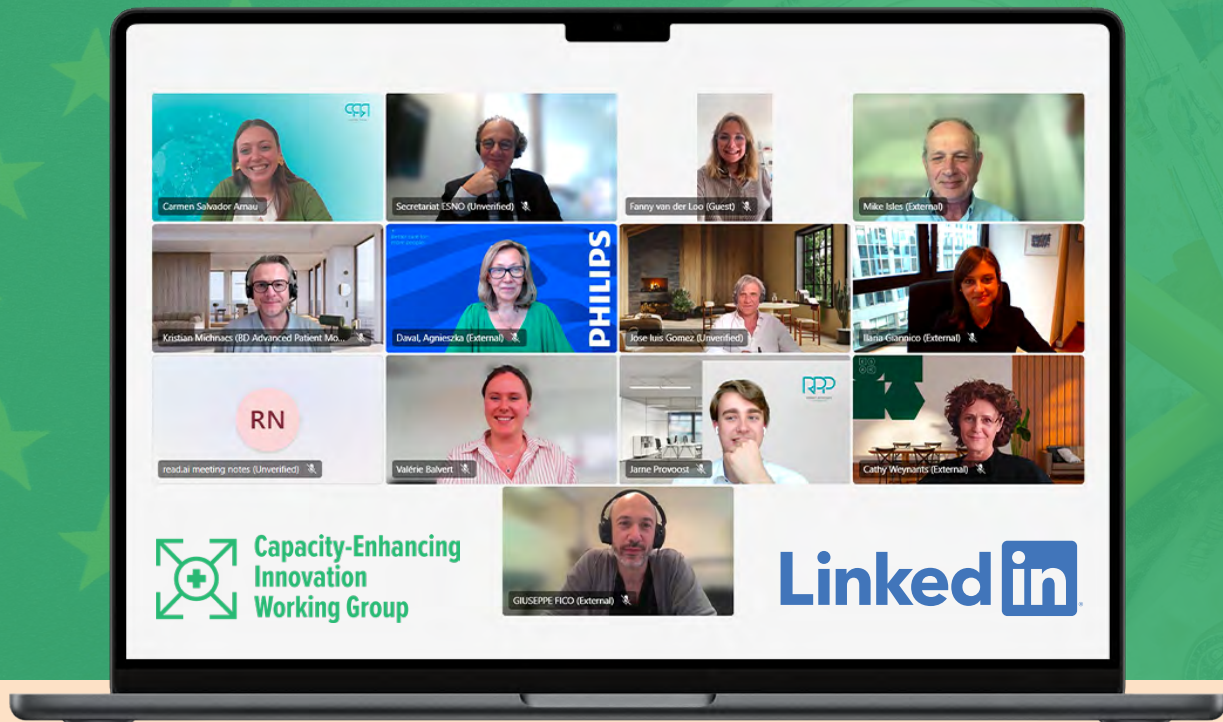


As a follow up to the foundational work carried out by Copenhagen Economics, which was carried out with 5,000 respondents in 5 countries across Europe, the intention is to collaborate with the University College London School of Pharmacy and ask patients of our Alliance Partners in as many countries as possible their views on having access to prescription medicines via the Internet.

This will be achieved by our Partners using their websites and by direct request to their patient communities. This will serve to provide concrete evidence about how patients feel about having direct access to online prescriptions with the potential of delivery to the point of their choice.



EAASM JOINS CEI WORKING GROUP TO ADVOCATE FOR BETTER RESOURCE OPTIMISATION TO SUPPORT HEALTHCARE WORKERS AND ENHANCE PATIENT CARE



The Working Group on Capacity-Enhancing Innovations (CEI) is a collaborative initiative focused on showcasing innovative technologies and solutions as complementary approaches to tackling critical workforce shortages in European healthcare systems. By uniting a diverse range of healthcare stakeholders, the group promotes the adoption of practical, scalable innovations to support care delivery and inform forward-looking health policy.

On Wednesday, 11 June 2025, the CEI Working Group held a strategic quarterly meeting attended by representatives from the European Union of Private Hospitals (UEHP), European Specialist Nurses Organisations (ESNO), Becton Dickinson (BD), Philips, the European Alliance for Medical and Biological Engineering & Science (EAMBES), the European Society of Anaesthesiology and Intensive Care (ESAIC), and the CEI WG Secretariat to review ongoing activities and set priorities for the rest of 2025.



The Working Group on Capacity-Enhancing Innovation is a collaborative initiative dedicated to addressing the urgent need for resource optimisation within healthcare systems.



By uniting a diverse array of healthcare professionals—from patient safety experts and nurses to healthcare managers, medical engineers, private hospital representatives, and leaders in the MedTech industry—this group aims to consolidate expertise and foster consensus on the critical role of innovation in mitigating workforce shortages.



Our mission is to provide EU leaders with specific, actionable policy recommendations that harness innovative solutions to resolve the pressing healthcare workforce crisis effectively.



European Society of
Anaesthesiology and
Intensive Care



THE CHALLENGE TO INTRODUCE THE TOP LEVEL DOMAIN NAME .PHARMACY IN THE UK – ASOP EU / EAASM PRESENTS AT THE CLINICAL PHARMACY CONGRESS LONDON EXCEL CENTRE

Mike Isles presented the National Association of Boards of Pharmacy (NABP) Merchant Accreditation programme at the Clinical Pharmacy Congress on 9th May 2025 at the Excel Centre London. At the same time a promotional A5 flyer was distributed about the benefits of this programme. A number of contacts were made and are being followed up.



ONHOME ALLIANCE LINKEDIN CAMPAIGN LAUNCH

On Thursday 5th June 2025 the OnHOME Alliance launched a major LinkedIn campaign. By using LinkedIn as a strategic communication channel, the objective is to support OnHOME's advocacy goals by raising awareness, informing stakeholders and amplifying the case of inequality for patients in member states that do not allow their prescription medicines to be obtained online.

There are also three important sub-objectives:

- 1. Raise visibility for the cause:** Build awareness of the policy need for safe and equitable online access to prescription medicines among EU digital health stakeholders and decision-makers
- 2. Engage and mobilise key actors:** Foster interaction with policymakers and partners to shape the policy conversation
- 3. Demonstrate impact and credibility:** Showcase data, patient stories, policy insights that prove OnHOME's relevance and leadership



Online Order and Home Delivery of Medicines Alliance (OnHOME)
25 followers

🔗 We're live – now also on LinkedIn!
OnHOME Alliance brings together leading patient organisations and health advocates working for one shared goal:

🗺️ Safe, secure and equal digital access to prescription medicines across Europe.

Meet our partners 🤝

All.Can International, Association of European Coeliac Societies, BOKS vzw, Bundesverband Deutscher Versandapotheken BVDVA, Cancer Patients Europe - CPE, Verein chronischkrank.ch, Coaliția Organizațiilor Pacienților cu Afecțiuni Cronice, EL.E.A.N.A. - Hellenic League Against Rheumatism, Europa Uomo EU, European Alliance for Access to Safe Medicines, European Association of E-Pharmacies (EAEF), ECHAlliance - The Global Health Connector, European Federation of Neurological Associations, EHMA - European Health Management Association, European Liver Patients' Association - ELPA, Latvijas Pacientu organizāciju tīkls (LPOT), Parkinson's Europe, Pagalbos onkologiniams ligoniams asociacija (POLA), World Federation of Incontinence and Pelvic Problems - WFIPP, Eesti Puuetega Inimeste Koda Estonian Chamber of People with Disabilities, ESNO, European Specialist Nurses Organisation, Global Heart Hub, Društvo Hepatos, Irish Patients Association, Alliance for Safe Online Pharmacies, APAH-RO, Malta Health Network, NAPO, The Patient Organisations Association of Slovenia, and KUZ.

MILESTONES ACHIEVED BY THE ONHOME ALLIANCE IN 2025



January Workshop:

Focused on defining the Alliance's advocacy goals for 2025 — including the organisation of a European Parliament event — and reviewed relevant national-level policy developments.



Equitable Access to Medicines Across Europe: The Role of Digital Solutions

Thursday
20 March 2025
13:00–15:00 CET



Spinelli 3H1,
European Parliament
Brussels

Organised in collaboration with:



Host:
MEP Kristian Vigenin



March European Parliament event:

On 20 March 2025, OnHOME Alliance co-organised an event with MEP Kristian Vigenin (S&D, Bulgaria), titled “Equitable Access to Medicines Across Europe: The Role of Digital Solutions”.



Kristian Vigenin
(S&D, Bulgaria)



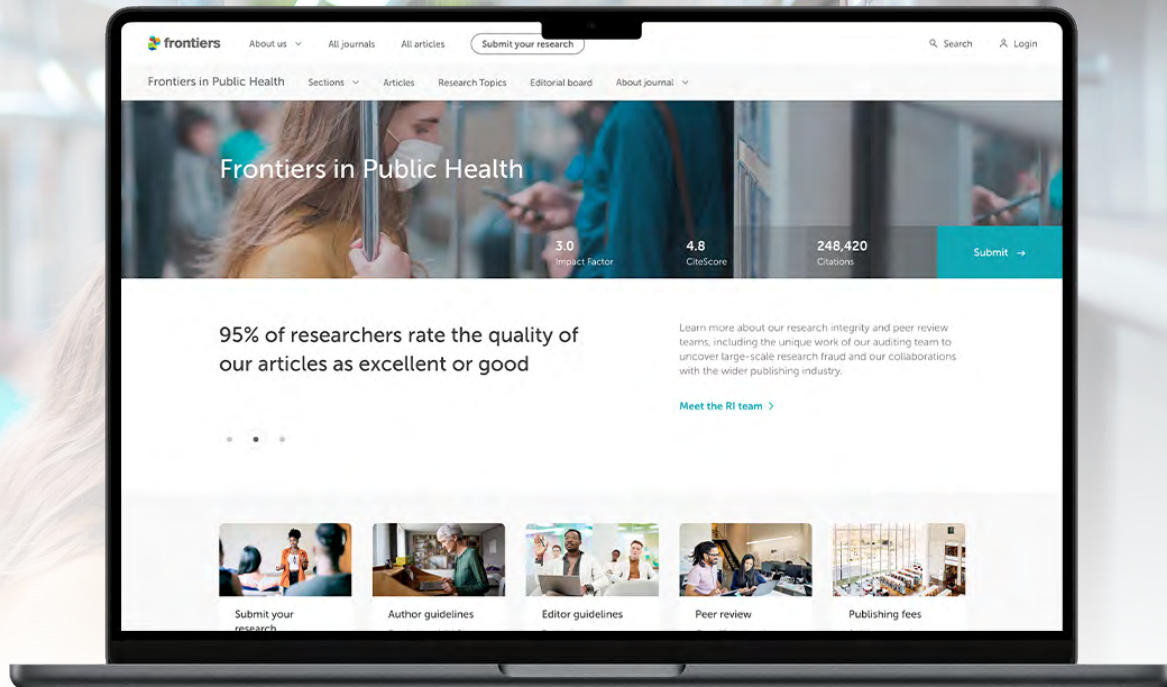
Vytenis Andriukaitis
(S&D, Lithuania)

It demonstrated the growing support from Members of the European Parliament: Kristian Vigenin (S&D, Bulgaria) and Vytenis Andriukaitis (S&D, Lithuania).

Additionally, the strong presence of patient advocates underscored the growing recognition of digital solutions to improve healthcare accessibility and efficiency.



“UNLOCKING THE BENEFITS OF ONLINE ACCESS TO PRESCRIPTION MEDICINES ACROSS THE EU” TO BE PUBLISHED IN THE FRONTIERS IN PUBLIC HEALTH JOURNAL / SCIENTIFIC ARTICLE



This paper is based on the excellent 5,000 patient 5 country detailed survey that was carried out by the Copenhagen Economics group. This journal is a multidisciplinary journal that promotes discussions on inter-sectoral public health challenges, from health promotion to climate change, transportation, environmental change, and species diversity. When published, this scientific article will add greatly to an area of public health which has not been researched to this extent in such detail in the past.

ASOP EU ATTENDS AN EXPERT MEETING HOSTED BY THE MEDICINE QUALITY RESEARCH GROUP ON SUBSTANDARD AND FALSIFIED MEDICINES

Experts from across Europe joined forces to discuss research on substandard and falsified medical products and how to translate the evidence into policy and implementation. Over forty participants from various countries around the world, including the UK, Sweden, France, Germany and Belgium, joined the in-person informal event at the Richard Doll Building in Oxford, on the 24th of October.



ASOP EU ATTENDS THE 9TH PLENARY SESSION OF THE MEDICRIME CONVENTION – THE COMMITTEE OF THE PARTIES

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HUMAN RIGHTS DEMOCRACY RULE OF LAW

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COVID-19

10th Anniversary

You are here: MEDICRIME Convention > The MEDICRIME Convention

The MEDICRIME Convention

The Council of Europe drafted a convention which constitutes, for the first time, a binding international instrument in the criminal law field on counterfeiting of medical products and similar crimes involving threats to public health (MEDICRIME Convention)

[Text of the Convention](#)
[Explanatory Report](#)
[Unofficial translations](#)


Counterfeiting of medical products and similar crimes
www.coe.int/medicrime

ASOP EU is an official Observer of the [Medicrime Convention](#) – Committee of the Parties and attended the last two plenary sessions. ASOP EU took the opportunity to highlight the

potential importance of the new Global Signal Exchange (GSE).

This new data provision platform is operated by the Oxford Research Federation which is fully supported by the [Global Anti-Scam Alliance](#).



The goal of the Global Signal Exchange is to create real-time insights into the supply chain which delivers scams, fraud and other forms of cybercrime by merging as many data sources as possible and making the facilitators of cybercrime more visible.

The initial focus will be on URLs and IP Addresses and reports and scams and phishing attacks. Following the official launch on January 1, 2025, the Global Signal Exchange will expand its services to tackle a broader range of abusive activities.

ASOP EU JOINS FIGHT THE FAKES PHARMACY STUDENT GROUP FOR A BRIEFING AT THE NEW U.S. EMBASSY IN LONDON BY THE FDA OFFICE OF CRIMINAL INVESTIGATION COUNTRY ATTACHÉ



Oksana Pyzik, Associate Professor, Practice & Policy UCL School of Pharmacy kindly invited ASOP EU to join this group which was hosted by **Luis Perez, CFE, U.K. Country Attaché FDA Office of Criminal Investigations**.

The tour concluded with a presentation by Luis as to how the FDA prevents and apprehends crimes to do with counterfeiting of medicines.



ONHOME ALLIANCE SETS STRATEGIC DIRECTION FOR 2025-26

On 3rd July, the OnHOME Alliance Partners held a strategic workshop entitled **Strengthening our impact together: innovating for better home-based healthcare in Europe**. The workshop provided an opportunity to assess the impact of the current EU political context on improving digital access to medicines and to discuss the next steps of the Alliance. This enabled a clear roadmap for OnHOME's activities through the second half of 2025 and into 2026.

To set the scene and showcase best case examples of the digitalisation of healthcare, presentations were given by OnHOME Alliance partners.



Tuuli Seinberg, Health Care Advocacy Adviser at the Estonian Chamber of People with Disabilities, highlighted the advanced state of digital healthcare in Estonia. This includes the Electronic Health Record which is a nationwide system that integrates data from Estonia's different healthcare providers to create a common record that every patient can access online. Patients have access to their own and to their underaged children's records, as well as records of persons who have given authorisation to see their medical data. By logging into the health portal (ID-card/m-ID), they can review past visits to the doctor, current prescriptions, and receive general health advice. Ms. Seinberg commented on the fact that Estonian law has allowed e-pharmacies since 2013 and that an e-pharmacy also includes consultation with a pharmacist or pharmaceutical specialist, just like in a traditional pharmacy. Given the clear evidence of the benefits of online access to prescription medicines, she emphasised that it is imperative that the OnHOME Alliance achieves its objectives.



Katy Antonopoulou, President of the Hellenic League against Rheumatism, presented a patient centric, innovative and holistic approach to managing chronic pain in Osteoarthritis (OA). This comprised a co-design of digital tools that integrates social innovation and technology and empowers patients and healthcare professionals across Greece, Cyprus, and Malta. Notably, the mHealth Application provides a user-friendly interface, real-time health monitoring, personalised health insights and secure messaging.

Overall, the main outputs and goals discussed during the workshop include:

In the short term:

- Gather national data and evidence on the beneficial impact of online access to medicines (e.g. through surveys).
- Update the Call to Action to include the broader policy landscape.
- Map and monitor national developments related to online access to prescription medicines.
- Boost visibility and stakeholder engagement through coordinated digital communications, including through the newly launched LinkedIn page and OnHOME Alliance website.
- Design and print leaflets on the main messaging of the OnHOME Alliance that can be disseminated at conferences and other events.
- Plan and coordinate a webinar to explain and deep dive into OnHOME projects and digital transformation expectations, involving partners' networks.

In the medium term:

- Leverage national-level implementation of EU legislation, e.g. European Health Data Space (EHDS), EU Digital Identity Wallet and the General Pharmaceutical Legislation.
- Engage with new files and future policy opportunities like the EU health workforce crisis plan and the European Parliament's own-initiative legislative (INL) report on modernised rules on cross border healthcare.
- Use collected data and partner case studies to support policy briefings, events, and media engagement.

In the long term:

- Position OnHOME Alliance as a key stakeholder in shaping digital health and medicine/services access policies.
- Support systemic integration of digital tools and services in healthcare delivery, such as e-prescriptions or telepharmacy, at the national and EU level.

ASOP EU ADVOCATES FOR TELEPHARMACY TO BE ADDED TO IMPLEMENTATION OF GUIDELINES ON ACCESS TO HEALTHCARE FOR PERSONS WITH DISABILITIES

This webinar coordinated by the European Disability Forum, the ICF and DG Sante brought stakeholders together to further develop comprehensive guidelines to uphold and enhance the rights of persons with disabilities. One vital guideline section was “Integration of Services to promote the use of **Telemedicine** to enhance access to healthcare for persons with disabilities”. ASOP EU on behalf of the OnHOME Alliance as well as the Estonian Chamber of People with Disabilities expressed the need for **telepharmacy** to also be included within this guideline action.

HOW ASOP EU AND EAASM ARE INFLUENCING PATIENT SAFETY OUTCOMES

1

The Global Signal Exchange

ASOP EU is active in promoting this data platform which provides real-time insights into the supply chain delivering scams, fraud and other forms of cybercrime by merging as many data sources as possible and making the facilitators of cybercrime more visible.



2



Communication via public Speaking Engagements

ASOP EU was invited again to give a keynote speech at the Pharma Supply Chain & Security World 2025.

🕒 14:45 PM - 15:10 PM | 🕒 25 Minutes

Falsified medicines online are rising – solutions to prevent them



Mike Isles
Executive Director
Alliance for Safe Online Pharmacy in the EU European Alliance for Access to Safe Medicines

3

Mike Isles presented the Healthcare Merchant Accreditation Pharmacy Programme 9th May 2025 at the Excel Centre, London.



4

Virtual attendance at the ASOP Global All Hands meeting Washington DC 23/24 September 2024.



5

As a Civil Society member of the EUIPO Observatory, ASOP EU and the EAASM have been advocating strongly each year and contributes to the Expert and Working Groups.

Observatory

The European Observatory on Infringements of Intellectual Property Rights is a network of experts and specialist stakeholders.



6

Presenting at the Medicrime Convention 8th plenary session 21-22 November 2024, 9th plenary session 31 March - 1st April 2025 Strasbourg advocating for the top level domain name DotPharmacy (.pharmacy) initiative and for countries to carry out longitudinal market research as well as assessing the new Global Signal Exchange.

