

# WHAT IS E-LABELLING AND WHY IT IS IMPORTANT FOR THE ASIA PACIFIC?

## OVERVIEW

In the healthcare context, e-labelling is defined as a means of providing and managing product information distributed via electronic means, as a replacement for physical package inserts.<sup>1</sup>

The roll out of e-labelling in the Asia-Pacific (APAC) is characterized by a dynamic blend of progressive adoption and diverse regulatory approaches, driven by a collective push towards modernizing healthcare systems and improving health outcomes. To overcome current challenges in the adoption of e-labelling, there is a need to develop a **Regional E-labelling Framework** to improve regulatory harmonization and digital health literacy to pave the way for implementation across the region.

## WHAT ARE THE LARGEST HURDLES FOR E-LABELLING IMPLEMENTATION IN APAC?

- ✓ Absence of **regulatory e-labelling harmonization** across APAC.
- ✓ **Gaps in digital literacy** impacting patients' ability to seek, understand and process e-labels.
- ✓ Need for more **constructive engagement with HCPs and pharmacists** for cooperation.
- ✓ **Only 30%** of current e-labels in Asia are designated as 'patient-centric'.<sup>2</sup>
- ✓ **Limited products** are covered by e-labelling regulations and pilots.
- ✓ Environmental outcomes of e-labelling are **threatened** by slow progress.
- ✓ **Accessibility gaps pose barriers**, such as digital infrastructure and connectivity issues.

## WHAT ARE THE IMMEDIATE OPPORTUNITIES?



Development of an **APAC E-labelling coalition** to facilitate effective discussions and best-practice sharing.

### Focused on integrating:

- ✓ Risk-based e-labelling standards in collaboration with NRAs.
- ✓ A standardized approach for patient-centric guidance.
- ✓ A digital literacy strategy aimed at education and awareness.
- ✓ Phased approaches to expand e-labelling to other products, especially OTCs



Compilation of an **APAC regulators knowledge database** as key platform for HCPs and regulators.

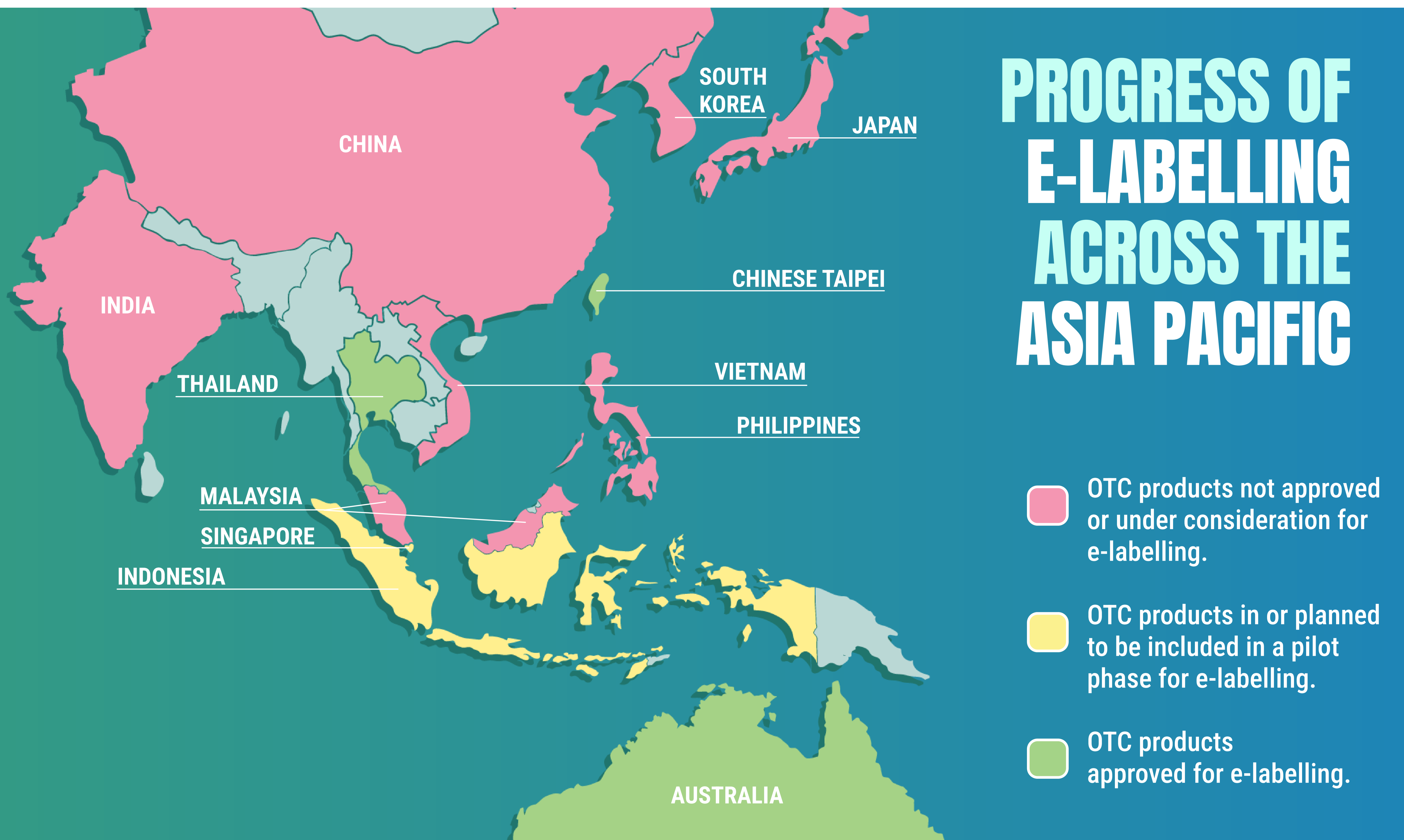


Implementation of an e-labelling user experience **APAC-wide study** for localized commitment and understanding.



# SNAPSHOT: E-LABELLING FOR OTCs IN APAC

As the Asia Pacific (APAC) undergoes a rapid digital transformation, many countries are actively embracing e-labelling to improve access to quality and reliable health product information. The adoption of e-labelling stands to benefit all patients and healthcare professionals, and will reduce the environmental impact of paper labels and supply chain bottlenecks. Currently, **implementation is low across the region**, but improving with more countries developing regulations and expanding pilots to include OTC products.



## PROGRESS OF E-LABELLING ACROSS THE ASIA PACIFIC

## NEXT STEPS AND CALL TO ACTION TO ADVANCE E-LABELLING & DIGITAL HEALTH LITERACY



### Educational Campaign for Digital Literacy

APSMI, in collaboration with relevant stakeholders, can address key challenges through developing educational campaigns, strategies, and guidance.



### Empowerment of Pharmacists and HCPs

Engage national and regional pharmacist and HCP organizations and associations across APAC in building a stronger foundation for the implementation of e-labelling.



### Collaboration with Self-CARER

Foster collaboration with Self-CARER to accelerate e-labelling adoption and acceptance in the region, leveraging first-hand insights for tailored user-friendly solutions.



### Standardization of E-labelling Approaches

A standardized regulatory approach to e-labelling in APAC, including the adoption of clear formats and patient-centric labelling guidance, is crucial for improving usability and reliability in which APSMI's private sector members can offer valuable insights.



### Product Phasing & E-labelling Pilots

Building on ongoing e-labelling pilots in APAC, APSMI can support countries in capacity-building efforts for expanding of e-label eligibility across product types.

