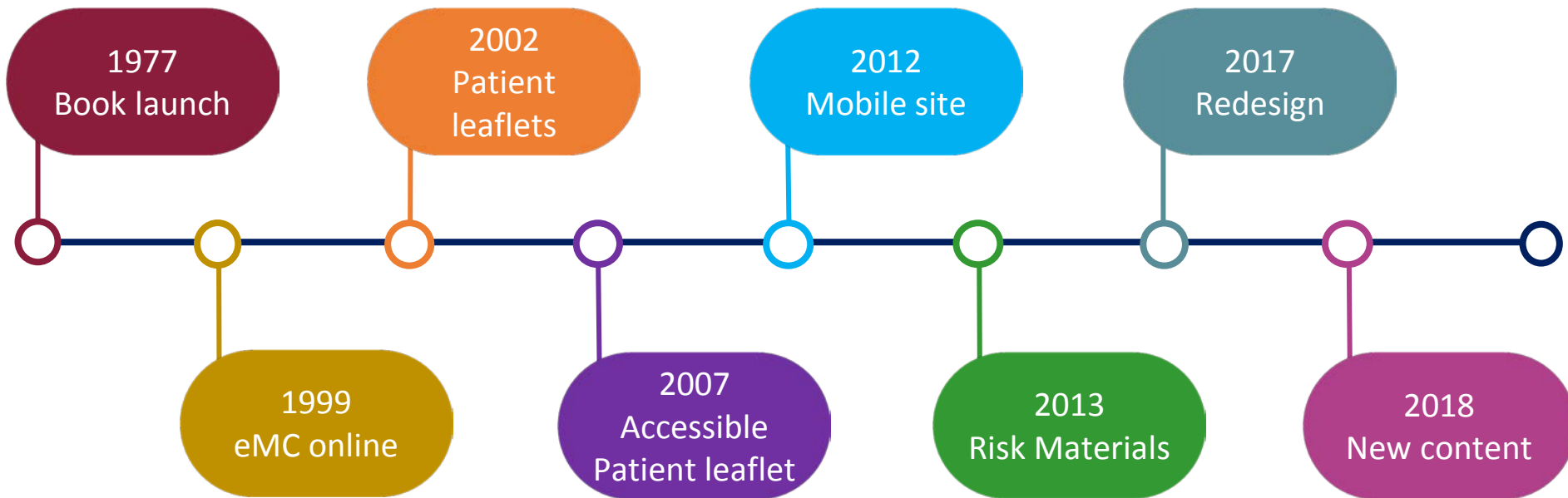




Digitising Product Information
Greater accessibility for public health & all patients
Experience from the eMC (www.medicines.org.uk)

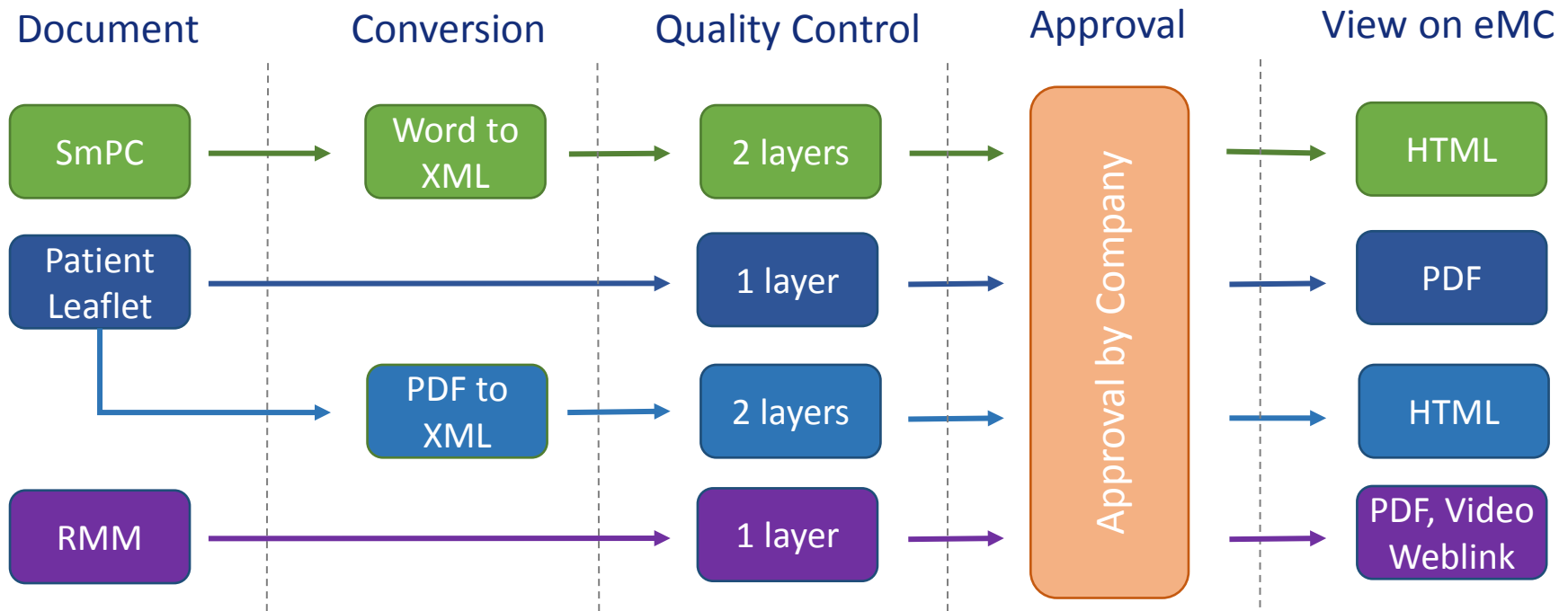
Nat Knight – Executive Director
John Moreland – Product Manager

The eMC – 20 Years of Publishing ePI



- Trusted source of information on medicines that are regulated by MHRA/EMA - 96% of users (Jan 2018)
- 40 years of experience/20 years in digital world
- Over 50 million visits per year to eMC (www.medicines.org.uk)
- 29 million visits from EU (last 12 months)
- Open access to end users, such as Healthcare professionals, patients and industry
- Used by over 250 UK Pharma Companies
- 60% of users access via a mobile device
- Over 14,000 regulated documents
- Over 7,000 medicine updates per year
- Work closely with NHS, MHRA & Pharma to promote patient safety

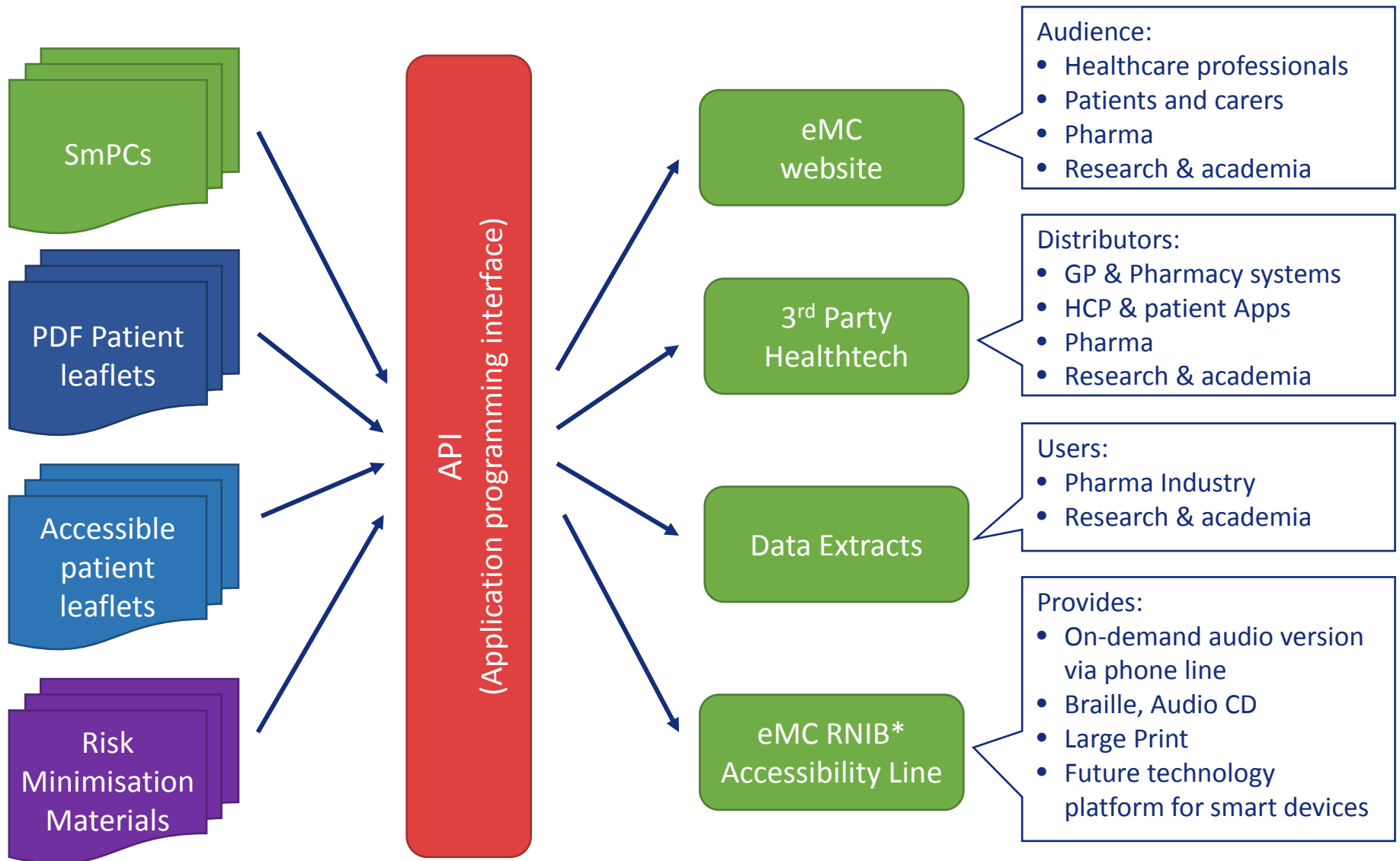
The eMC – Trusted and Quality Assured Process



Backend Document Management system

- Upload of documents from Pharma Company
- Conversion and Quality Control
- Proprietary XML schema
- Service Level Agreements to meet regulatory obligations
- Full version history from 2001
- Full tracking at all stages
- Reports available to assist with audit and inspection preparation

The eMC – A Platform for Interoperability

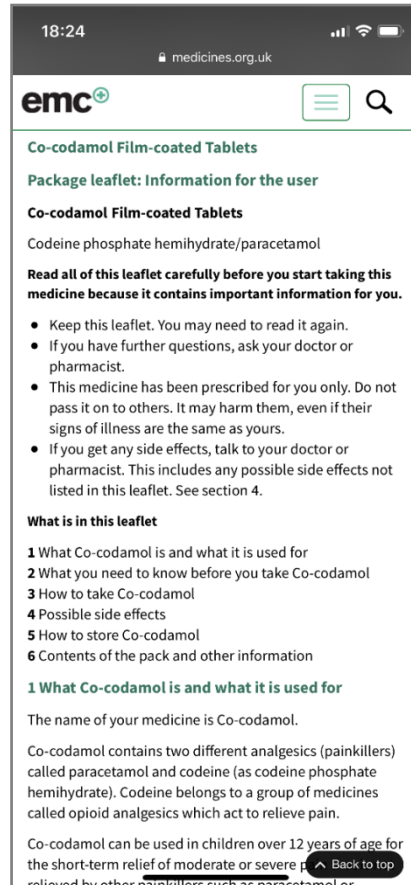


*Royal National Institute of Blind people

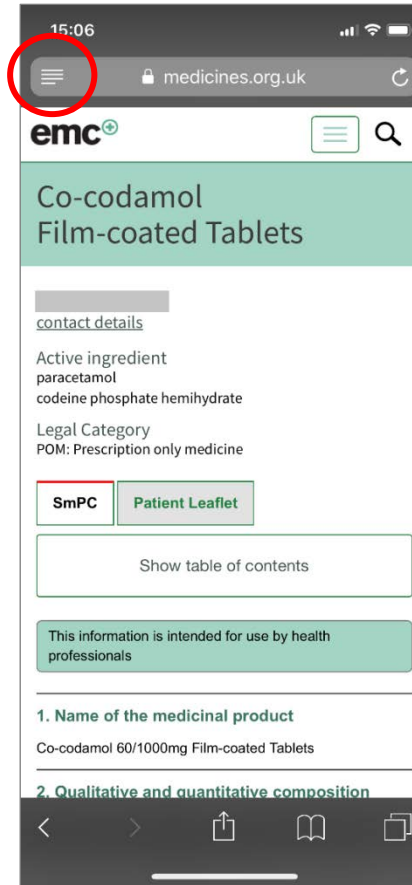
The eMC – Accessibility in Action



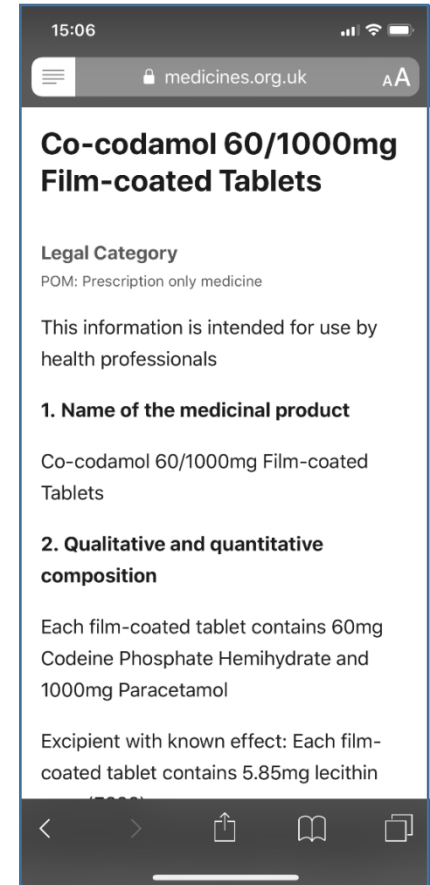
- PDF Patient Leaflet
- Not readable on mobile
 - Poor user Experience



- Accessible Patient Leaflet
- Based on XML
 - Good for mobile
 - Improved accessibility



- Standard SmPC Page
- Good user experience



- SmPC Reader Page
- Improved accessibility
 - Requires structured content

The eMC – A Foundation for ePI

The eMC

- Used by patients, Healthcare professionals and industry
 - 70% of visits are by non-professional users
- Supports accessibility through structured data
- Delivers interoperability through standard interface
- Comprehensive & up-to-date
 - Covers over 95% of UK prescribed medicines
 - 25 – 30 updates per day
- Provides a scalable platform for growth
 - 80% increase in visits over last 3 years
 - Can be adapted to other countries and languages