



PharmaLedger Association Launches Digital Trust Ecosystem in Healthcare

March 10, 2023

The PharmaLedger Association™ (PLA), a not-for-profit based in Switzerland, announces the endorsement of its 3-year strategic plan to implement and promote a *Digital Trust Ecosystem* in healthcare (*DTE-H*) at its Annual General Meeting held in Lucerne, Switzerland on 1 March 2023. The member organizations also confirmed the appointment of eight Directors to its board, delivering on PLA's core value of "Ecosystem Leadership".

Representing the diversity of healthcare, PLA's founding members comprise of large and small pharmaceutical companies, research organizations, patient representative organizations, non-profit organizations, technology, and healthcare service providers. PLA has confirmed its mandate as a pre-competition umbrella organization delivering common and interoperable digital solutions in the areas of **Product Trust**, **Decentralized Clinical Trials**, and **Supply Chain Traceability**.

- **Products & Project:** In Q1 2023, PLA will release the first qualified product, *electronic Product Information* for implementation by its members.
In Q2 2023, the Association will continue with the development of new products in its innovation xLab, including of a product *digital twin*, *decentralized identities*, and *verifiable credentials* to facilitate visibility, security, traceability, and trust in all areas of healthcare.
- **Governance & Compliance:** PLA will leverage its capability to develop, qualify, launch, and maintain products in healthcare's highly regulated environment by ensuring continuous adherence to antitrust, intellectual property, data privacy, and Computerized System Assurance guidelines.
- **Ecosystem Engagement & Growth:** The association will continue to onboard new members and engage with authorities, trade associations and standards development organizations, ensuring growth and financial viability.
- **Platform Technology & Security:** PLA will focus on easing adoption of new solutions with its members and users while maintaining the cybersecurity benefits of its architecture.

The formation of PLA and the endorsement of its mission by diverse members of healthcare is a major milestone. This paves the way for delivery of widely trusted blockchain-based platforms with new open-source healthcare solutions to create value for patients and ecosystem stakeholders. PLA is grateful to its 20 founding members and invites all healthcare related organizations to learn more and engage towards the realization of a trusted Healthcare 4.0.

"Blockchain is a team sport. PLA has started with a diverse and strong team of members with a common vision and who believe in real change. With PLA we have the right vehicle, resources, and roadmap to take patients to a better place in healthcare." Daniel Fritz, Executive Director, PharmaLedger Association

PLA is the result of the successful completion of the PharmaLedger research project, a €22 million, 30-member consortium with 12 large pharma companies and 18 public partners, funded under the European Union (EU) and European Federation of Pharmaceutical Industries and Associations (EFPIA)'s Innovative Health Initiative

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