

PRESS FOR IMMEDIATE RELEASE

## PharmaLedger Announces New Board and Association Members

### *Building a Digital Trust Ecosystem in Healthcare*

[May 22, 2024, Basel, Switzerland—] PharmaLedger, a leading Association driving innovation in digital healthcare, has publicly announced the appointment of new members to its Associates' network.

These additions strengthen PharmaLedger's collaborative network, bringing valuable expertise in data security, supply chain management, and patient advocacy to its XLab initiatives in Decentralized Supply Chain Management and Decentralized Clinical Trials. Additionally, it brings new adopters and contributors to PLA's market ready electronic Product Information (ePI by PharmaLedger™) e-leaflet.

#### PharmaLedger welcomes the following organizations into the Association:

- **AllPack AG** | Switzerland - Packaging SME
- **Novo Nordisk A/S** | Denmark - Pharmaceutical company
- **MyData Sweden** | Sweden - Non-Profit Org in Health Data
- **Med Aditus** | USA – NGO Supply Chain Sub-Saharan Africa
- **Michigan State University – The Axia Institute** | USA - Value Chain R&D institute
- **Zveza organizacij pacientov Slovenije** | Slovenia - Patient Organization
- **Tamer Group** | Saudi Arabia - Pharma and Healthcare service provider



On March 14th, 2024, the PharmaLedger Annual General Meeting saw not only the approval of the annual budget, but the association also elected 4 new board members to drive its mission forward. The newly welcomed board members include:

- **Gloria Candelario Hossri, MSD:** Bringing extensive industry experience from a leading pharmaceutical company.
- **Luis Miguel Campos, PDMFC:** Contributing valuable perspectives on technology, fundraising, and governance.
- **Gregor Cuzak, Secretary General of Patient Organisations Associations of Slovenia:** Ensuring patient needs and priorities are at the forefront of PharmaLedger's initiatives.
- **Stefan Schwarzfischer, Dr.-Eng, CEO, Spectral Engines GmbH:** Offering expertise in cutting-edge technologies with potential applications in the pharmaceutical value chain.

As well, **Sarah Bevan**, the Head of Artwork and Packaging at GSK, is now the new Chair of PharmaLedger's Board with Dr. Stefan Schwarzfischer elected as the new Vice Chair.

**Collaboration is key to creating and implementing ecosystem-wide solutions for Healthcare 4.0. Welcoming a diverse group of new members to PharmaLedger's Board of Directors brings a wealth of viewpoints to the table and certainly will help shape cutting-edge digital healthcare advancements, solidifying their commitment to a future-proof healthcare landscape.**

*"I am honoured to take up the Chair of the Board for the PharmaLedger Association at this exciting time. I look forward to bringing my Supply Chain experience to drive across-industry collaboration and implementation of solutions, starting with the electronic leaflet delivery: to deliver benefits to patients, HCPs, and partners through blockchain-based networks with greater trust, security, transparency, and automation."* **Sarah Bevan - Head of Artwork and Packaging at GSK**

*"The future use of New Technologies such as AI, AR, and Blockchain play a vital role in Allpack's Digital Transformation program. Becoming a member of PLA is a logical step so we can contribute our share to a more Trustworthy Ecosystem for Healthcare."* **Christoph Staub – CEO Allpack Group AG**

*"Our vision intertwines with the collective ambition of PharmaLedger and its members, and we are excited to embark on a journey where collaboration shapes the next frontier of pharmaceutical excellence".* **Robert A. Blouin - President & CEO, Med Aditus International, Inc.**



"We are looking forward to partnering with PharmaLedger, a like-minded organization working to build a digital trust ecosystem for healthcare, including the delivery of electronic Product Information, or ePI, to patients. Most importantly, we believe joining this innovative organization will positively influence our ability to deliver on this important research." **John D. Hatfield – Executive Director The Axia Institute – Michigan State University**

"I am dedicated to leveraging my expertise in technology and my passion for eradicating counterfeit medications. Together we aim to revolutionize the healthcare sector by implementing cutting-edge blockchain technology, ensuring safety, transparency, and trust for patients worldwide." **Dr. Stefan Schwarzfischer - Eng, CEO, Spectral Engines GmbH**

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Digital Assets, such as logos and a BoD visual can be found [here](#).

Additional information about the board and its individual members can be found [here](#).

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The PharmaLedger Association, founded in March 2022 in Basel, Switzerland, is the driving force behind the creation of a [Digital Trust Ecosystem in Healthcare](#) (DTE-H).

As a global not-for-profit entity, we unite diverse [members](#) from across the sector to revolutionize healthcare through digital solutions. By prioritizing patients and fostering collaboration, we connect, protect, and empower stakeholders for Healthcare 4.0. Under the guidance of Executive Director, Daniel Fritz, our experienced [Board of Directors](#), and our [core values](#) we are navigating the future of healthcare with agility and purpose.

For more information about the PharmaLedger Association, please visit the PharmaLedger [website](#) and Social Media Channels ([LinkedIn](#), [X](#)) or check out our [YouTube Channel](#) for in-depth explanations and insights.

### **Clarisse Dias da Mota**

VP of Ecosystem Operations & Strategy at PLA