



PharmaLedger
ASSOCIATION

eLeaflet Implementation User Feedback



Healthcare Professionals

June 2025

Summary: **Key Insights**

HCPs reported **high satisfaction** with the eLeaflet, in accessing and reading it.

QR / DATA MATRIX SOLUTION SATISFACTION



QR CODE
SOLUTION

83%
Satisfaction

QR code directing to a website
for a PDF leaflet



PLA / XML
SOLUTION

96%
Satisfaction

Scan the data matrix for the XML
structured leaflet, using a web app



100%
Affirm print is not
needed

About the PLA/XML Solution

The PharmaLedger Association was established in March 2022 as a global non-profit to bring together diverse healthcare stakeholders and tackle challenges that require industry-wide solutions.

In 2023, PLA launched an eLeaflet solution - ePI by PharmaLedger™ - developed with patients to deliver a user-centric eLeaflet experience which is easy to access and read.

To access ePI by PharmaLedger™, the user scans the QR code (1) to launch a web app, then follows instructions to scan the 2D Data Matrix Code (2) to get their leaflet.

For user convenience, a QR code is provided on the pack so users can get the app (1)



ePI by PharmaLedger's XML based eLeaflet allows for **multiple formats and multiple languages** - in addition to **accessibility features** (text to speech and font size), and the ability to **search and print** the document.

To meet evolving user needs, responding to new regulatory requirements and tech trends, **PLA continuously seek User Feedback**

This report shares survey results from early eLeaflet implementations

Today, ePI by PharmaLedger™ is used by pharmaceutical companies to provide eLeaflets to **Patients and Healthcare Practitioners** across the world, currently ensuring **readiness in 46 countries, and in 29 languages.**

Survey Questions

HCP Satisfaction | Singapore & Ecuador

- 1** Did you find it **easy to access** the digital leaflet?
Scale of 1 to 5, with 5 representing the highest score.

- 2** Did you find it **easy to navigate the digital leaflet** to find the information you were looking for?
Scale of 1 to 5, with 5 representing the highest score.

- 3** Do you need to **print a copy** of this leaflet in your day-to-day practice?

- 4** Please provide **any additional comment(s)** on using this digital solution and/or **suggestions for enhancements.**
(Optional)

Singapore Survey Feb-Apr 2024, 45 HCPs, 7 institutions
Ecuador Survey Apr 2024, 8 HCPs



53

Healthcare Professionals,
physicians and
pharmacists



2

Markets
Singapore & Ecuador



2

Different Delivery Solutions



2

Medications

HCP Feedback on 2 different solutions to access eLeaflets

USER EXPERIENCE



QR to PDF Solution

QR Code scan

directs to a Website for PDF leaflet



PharmaLedger Solution

QR Code to app + 2D Matrix Code scan

directs to an XML structured leaflet



83%

Overall HCP satisfaction with Process to obtain ePI



84%

Ease of Accessing ePI



82%

Ease of Finding the Info you need



96%

Overall HCP satisfaction with Process to obtain ePI



96%

Ease of Accessing ePI



96%

Ease of Finding the Info you need

Score shows both solutions delivered high satisfaction
The ePI app/XML experience scored highest

KEY INSIGHT

2 barcodes on a pack did not cause confusion with users – which is addressed by clear instructions on pack and app



PAPERLESS SOLUTION IMPACT

100% of HCPs have reported that they **will not need to print** a copy of this leaflet in their day-to-day practice. The digital leaflet is **successful at replacing** paper inserts.



It is much more practical when you search by key word. Less disposal. Less waste is generated, at least it seems more friendly than to manage, produce and disposal of waste."



FREQUENCY OF ACCESS

83% of physicians and **80%** of pharmacists are planning to access the digital leaflet **once a week**. **Only pharmacists** are planning to access the digital leaflet **2 to 3x a week**.



Excellent idea to have better and easier access to the product's information and to avoid contamination with all the physical leaflets"

SURVEY COMMENTS

Was it easy to access the digital leaflet?

“Very Easy.”

“It is easy to complete the access.”

“Easy access application.”

“Very practical. To receive secure information will be a relief for the patient/ doctor / relative.”

SURVEY COMMENTS

Which format do you think you will use most frequently?

“Easy Access.”
It is a very good source of information.”

“Excellent idea to have better and easier access to the product’s information and to avoid contamination with all the physical leaflets.”

“It is a very useful tool to ensure patient safety.”

“I consider that it is a very useful system to verify the product and to assure its traceability.”

“It is much more practical when you search by key word. Less disposal. Less waste is generated, at least it seems more friendly than to manage, produce and disposal of waste.”

Patient User Satisfaction & HCP Comparison

Patients were involved in the design and testing of ePI by PharmaLedger. **Ahead of launch in 2023, Patients were surveyed to assess satisfaction with the app and process to get their eLeaflet.**

See the [full report](#)



100%
App Navigation



88%
App Design Interface



88%
App Ease of Understanding
(Language)



25
Patients



3
Patient Organizations
European Patient Forum, Patient Expert
Center, IML/Eupati



9
Nationalities

Patient Satisfaction

HIGH ACCEPTANCE LEVEL



92%

Overall Patient satisfaction
with Process to Obtain ePI

HCP Comparison

**HCPs scores are slightly
higher than the Patients,
96% vs 92%**

What's next?

Survey results show high satisfaction scores for the sample, which is small and represents Singapore and Ecuador only.

PLA will seek additional feedback from other countries as implementation continues to get broader feedback, since countries may differ



Scan the QR Code to demo the app and learn more about more about **ePI by PharmaLedger™**

FURTHER WORK

Delivery of eLeaflet in countries with multiple national languages is a key activity to ensure a frictionless user experience for HCPs and Patients.

PLA has designed the User Interface to automatically deliver a leaflet in the preferred language of the device for the most direct delivery of eLeaflet, to be piloted

The 2-step process for the ePI by PharmaLedger is intended as an interim solution until such time that phone camera technology can natively scan the Data Matrix code directly. We intend to adapt the solution and eliminate the QR code as the technology develops.