

# Pharmaceutical industry: An informed patient demands "digital honesty"

**Main5 takes stock following pharmaceutical and expert congresses: Companies will only win the trust of patients if they can guarantee the integrity of digital information**

**Frankfurt, 24 October 2018** – The more data the pharmaceutical industry uses, the more relevant it becomes to make clear the integrity of the digital material. Only then can research be successful and digitally informed patients convinced in the long term. This is the current message issued by the pharmaceutical consulting company Main5. "Many good discussions held in the environment of the German Quality Management Association e.V. ([GQMA](#)) have once again shown us how crucial the integrity of data is for the pharmaceutical industry. The performance to date and the vast knowledge of the pharmaceutical companies are undisputed. However, data material that is reliably collected and evaluated can and should be used by the pharmaceutical industry to support research and, through transparent performance, make what have to date been strictly regulated processes accessible to the general public with full transparency", advised Tore Bergsteiner, Managing Director of Main5 ([www.main5.de](http://www.main5.de)).

## High hopes of possibilities

In the course of the GQMA pharmaceutical conference, Main5 presented two projects, which had been carried out in collaboration with [Merck](#) and Fresenius Kabi and which focus on the digital development of the industry. "The interest in the projects we presented was immense and we got some fantastic feedback. The thirst for knowledge proves that the numerous opportunities and problems within the industry, ranging from a fragmented research and quality culture through to criminally motivated drug counterfeiting, are clearly perceived. The basic rule states: The larger the mass of data, the more companies are compelled to realise that patient protection must always be put first time and time again instead of getting lost in the evaluation of exciting data material", explained Bergsteiner.

## Quality is a challenge for policies, economics and people

The issue of secure digitalisation is occupying the entire industry, as demonstrated at the [Expopharm trade fair](#) and the [German Pharmacists' Conference](#). Here demands were made for the rapid introduction of electronic prescriptions and a clear timetable for the implementation of processes designed to ensure greater safety in drug treatments. Data protection is also a key issue for the European Union. For this reason the Falsified Medicines Directive (EU) will come into effect in February 2019. Prescription drugs must subsequently be distinguished with a unique security tag. Pharmaceutical companies are currently working on global standards in order to ensure efficient and uniform implementation.

**Main5** ([www.main5.de](http://www.main5.de)) was established in 2013 as a Management Consulting firm and focuses on strategy, process and solution consulting with international life science companies in the regulated R&D sector. The consultants at Main5 combine their methodical and systematic approach with years of experience in the pharmaceutical industry. The holistic approach, which places the primary focus of the route to the digital future on people, is also used to implement complex ideas from leading industry customers. The Main5 Institute supports specialists and management personnel in knowledge and research-intensive company sectors with a range of seminars.

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