1ST INTERNATIONAL EPHEU CONFERENCE

COMMUNITY PHARMACISTS AT THE HEART OF DIGITAL HEALTH

BUILDING BRIDGES BETWEEN PATIENTS AND TECHNOLOGY

EPhEU

COMMUNITY PHARMACISTS AT THE HEART OF DIGITAL HEALTH - BUILDING BRIDGES BETWEEN PATIENTS AND TECHNOLOGY

BOOK OF ABSTRACTS

Editor:

Katarina Fehir Šola

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Employed Community Pharmacists in Europe (EPhEU)

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Introduction

Dear colleagues, friends, and partners,

It is my great pleasure to welcome you to Zagreb and to the 1st International EPhEU Conference, Community Pharmacists at the Heart of Digital Health.
Today, we bring together community pharmacists, researchers, educators, students, healthcare leaders, and policy representatives from across Europe. Although we come from different countries and healthcare systems, we share a common commitment: improving the health and wellbeing of our patients and strengthening the future of our profession.
I am particularly proud that this conference is held under the patronage of the Ministry of Health of the Republic of Croatia and the Croatian Parliament. Their support reflects the growing recognition of community pharmacists as essential healthcare professionals and valued partners in addressing the challenges and opportunities facing modern healthcare.
The theme of this conference could not be more timely. Digital health, artificial intelligence, new technologies, and changing patient expectations are transforming the way healthcare is delivered. Yet, amid all these changes, one thing remains constant: the trust that patients place in their pharmacists.
As the most accessible healthcare professionals, community pharmacists have a unique responsibility to ensure that innovation serves people, that technology enhances care, and that patients remain at the centre of every decision we make.
This conference was created to encourage dialogue, exchange experiences, and inspire new ideas. Throughout the day, we will explore the future of our profession from different perspectives—policy, education, workforce development, digital practice, and patient care. Most importantly, we will learn from one another.
I would like to sincerely thank all speakers, authors, moderators, sponsors, and partners for their valuable contributions. My special thanks go to the Association Progressus and everyone whose dedication and hard work helped transform this vision into reality.
I hope that today brings not only new knowledge, but also new connections, new collaborations, and renewed inspiration for the work we do every day.
Welcome to Zagreb.
Welcome to the first International EPhEU Conference.

Warm regards,

Katarina Fehir Šola, PhD, MPharm.

Secretary General

Introduction

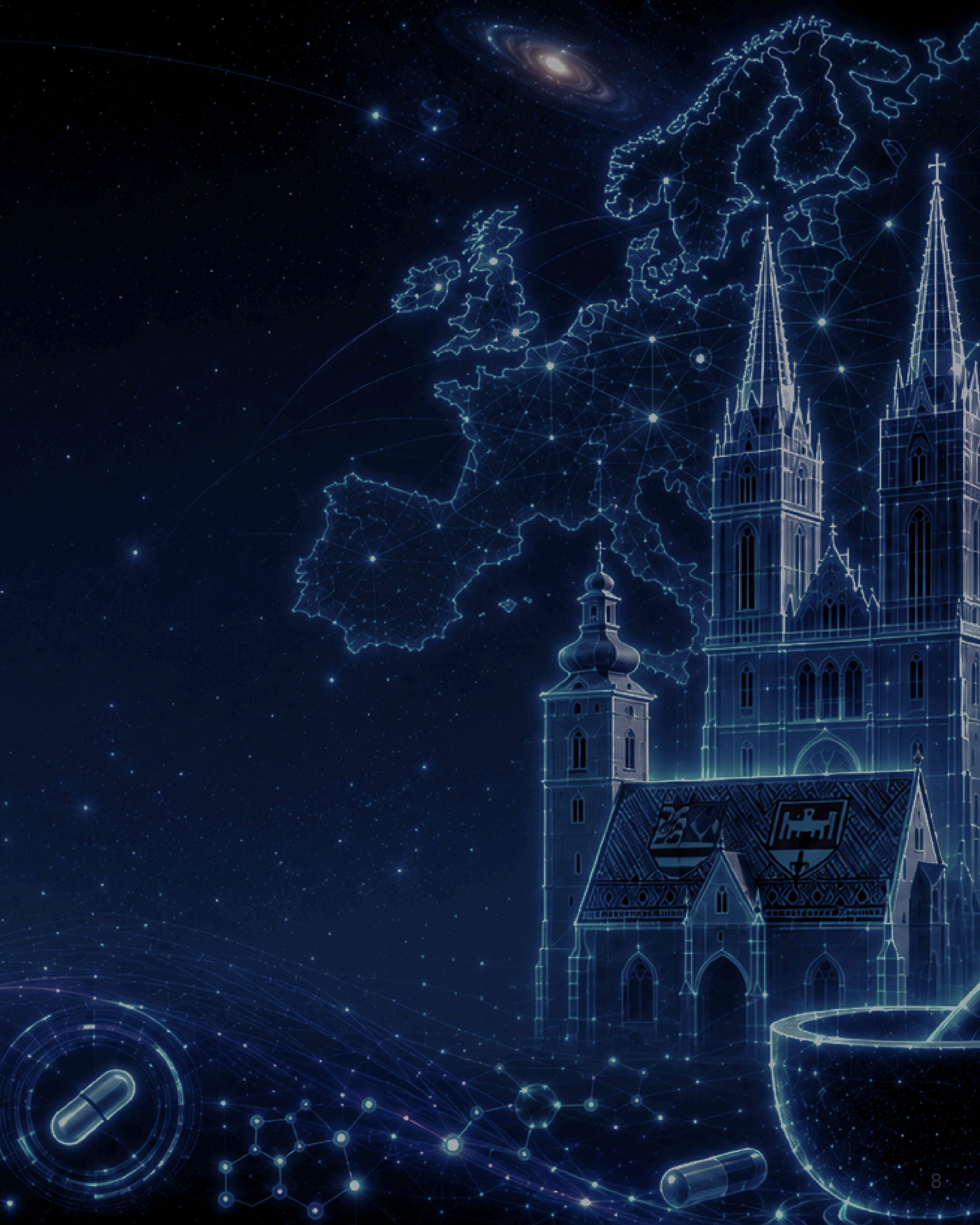
Dear colleagues, distinguished guests and friends of community pharmacy,

It is my great honour, on behalf of Employed Community Pharmacists in Europe (EPHEU), to welcome you to the very first International EPHEU Conference. That we gather here in Zagreb for an inaugural meeting of this kind is a milestone for our organisation and, I believe, a meaningful moment for our profession across the continent. Since its foundation, EPHEU has worked to give employed community pharmacists a shared European voice — connecting national associations and trade unions, representing our members in the European regulatory conversation, and defending the professional, legal and social interests of those who stand every day at the counter. This conference grows directly from that mission. It is the place where the questions we usually discuss in committee rooms and correspondence are opened to a wider community of practitioners, educators, students and partners. The theme we have chosen — Community Pharmacists at the Heart of Digital Health — is not incidental. Digital tools, data and new models of care are reshaping how pharmacists work and how patients reach us. In that transformation, the community pharmacist must remain not at the margins but at the centre: the most accessible health professional, and the human point of contact that makes technology trustworthy. How we shape this change — rather than simply absorb it — will define the profession for the next generation. EPHEU also believes that advocacy must rest on evidence. Alongside our representative work, we generate and document knowledge about our own profession — most recently through multi-country research into the working conditions and job satisfaction of community pharmacists. The contributions gathered in this Book of Abstracts continue that spirit: they are the record of what our community is studying, testing and learning, and they deserve to be read, debated and built upon. I extend my sincere thanks to everyone who has made this first conference possible — our speakers and panellists, our member organisations, our partners and sponsors, and in particular the colleagues at the Association Progressus in Croatia and our Secretary General, whose dedication turned an ambition into a programme. I am grateful, too, to each of you who chose to be here. May these proceedings spark new ideas, new collaborations and renewed confidence in the value of our profession. I wish you a stimulating conference and a memorable first edition.

With warm regards,

Andreas May

President, EPHEU



Community Pharmacists at the Heart of Digital Health

Building Bridges Between Patients and Technology

12:00 – 12:30 REGISTRATION
Gathering & Welcome Registration

SESSION 1
Policy, Leadership and the Future of Digital Health

Moderator: Katarina Sović, MPharm — Association Progressus, Croatia

12:30 – 12:40 *OPENING · Conference Objectives & Opening Remarks*
Assist. Prof. Katarina Fehir Šola, PhD, MPharm — General Secretary, EPHEU
Andreas May — President, EPHEU

12:40 – 13:00 *KEYNOTE LECTURE · Community Pharmacists as Trusted Gatekeepers of Digital Health: Leadership, Responsibility and Patient Trust*
Robert Moss — Vice President, International Pharmaceutical Federation (FIP)

13:00 – 13:15 *Digital Competencies for Pharmacists: Bridging Professional Practice and Innovation*
Rajendra Pratap Gupta, PhD — Chairman, Health Parliament, India (ONLINE)

13:15 – 13:30 *The Future Role of Community Pharmacists in European Digital Health Systems: From Policy to Practice*
Ana Soldo, MPharm — Vice President, PGEU

13:30 – 13:40 *Q&A · Questions & Discussion — Session 1*
13:40 – 14:40 *LUNCH BREAK*

SESSION 2

Education, Competencies and Professional Transformation

14:40 – 14:55 *Preparing Pharmacists for Digital Health: Education, Skills and Professional Competencies*
Prof. Miranda Sertić, PhD, MPharm — Faculty of Pharmacy & Biochemistry, University of Zagreb

14:55 – 15:10 *New Missions in Community Pharmacy: Lessons from the French Pharmacy Reform*
Prof. Caroline Wehrlé-Willer, PharmD — Associate Professor & Counsellor, University of Strasbourg

15:10 – 15:25 *Developing a Competency-Based Curriculum for Community Pharmacy Education*
Prof. Pascal Wehrlé, PhD, PharmD — Faculty of Pharmacy, University of Strasbourg

15:25 – 15:35 *Q&A · Questions & Discussion — Session 2 & Short Break*

SESSION 3
Artificial Intelligence and the Next Wave of Digital Pharmacy Practice

Moderator: Katarina Sović, MPharm — Association Progressus, Croatia

15:35 – 15:50 *Every AI Model is a Reflection of the Healthcare System That Trained It: Artificial Intelligence in Academia and Patient Care*
Assist. Prof. Pero Hrabač, MD, PhD — School of Medicine, University of Zagreb

15:50 – 16:05 *Beyond ChatGPT: What the Next Wave of Artificial Intelligence Means for Pharmacists*
Frane Pešut, MSc Economics — Director of Sales (Retail & Wholesale), Teva

16:05 – 16:20 *AI in Pharmacy: Driving Efficiency to Unlock Better Patient Care*
David Young, MPharm — European Corporate Director, PHOENIX Group

16:20 – 16:35 *Pharmacies as Accessible Settings for Preventive Ophthalmic Disease Screening with AI-Powered Diagnostics*
Assist. Prof. Sonja Jandroković, MD — Croatian Society for Telemedicine, AI & Robotics

16:35 – 16:50 *The Pharmacist Behind the e-Pharmacy: Digitalisation, Distance Selling and the Future of the Employed Pharmacy Workforce*
Dr. Adam Rogalewski, PhD — Policy Officer (Health & Social Services), European Public Service Unions (EPSU)

16:50 – 17:00 *Q&A · Questions & Discussion — Session 3*

17:00 – 17:20 *COFFEE BREAK & NETWORKING · 20 MIN*

SESSION 4
High-Level Strategic Panel Discussion

Moderator: Martina Šepetavc, MPharm

17:20 – 18:20 *PANEL DISCUSSION · 60 MIN*
How Will Digital Health Redefine Community Pharmacy by 2035?
Participants: *FIP • EPHEU • IPSF • ESCOP • EPSU • Phoenix Group • PGEU*

CLOSING
Conference Conclusions & Strategic Outlook

18:20 – 18:25 *CLOSING · Conference Conclusions & Key Strategic Messages*
Assist. Prof. Katarina Fehir Šola, PhD, MPharm — General Secretary, EPHEU
Andreas May — President, EPHEU

EVENING
Networking & Social

18:25 – 20:00 *NETWORKING BUFFET DINNER*
Networking Dinner & Connections

Robert Moss

Vice President, International Pharmaceutical Federation (FIP)

Rob Moss trained as a hospital pharmacist in Haarlem, the Netherlands, and has worked in clinical practice throughout his career. He is a consultant in hospital pharmacy, supporting improvements in patient care, organisational effectiveness and professional education for pharmacists and healthcare staff. His main focus nationally at this point in time is the prevention of and mitigation of medicines shortages through his work with the Dutch National Medicines Coordination Centre.

Rob is passionate about strengthening equitable and resilient health systems through innovation, digital transformation and international collaboration in both high-income and low- and middle-income countries. His areas of expertise include medication shortages, substandard and falsified medicines, health-system preparedness and global hospital pharmacy development. Rob is also a strong advocate for health equity, people-centred care and the role of pharmacists as highly accessible healthcare professionals within communities.

Rob is currently Vice-President of the International Pharmaceutical Federation (FIP) and Immediate Past President of the FIP Hospital Pharmacy Section. In 2025, he received the Donald E. Francke Medal for international contributions to advancing hospital pharmacy practice.

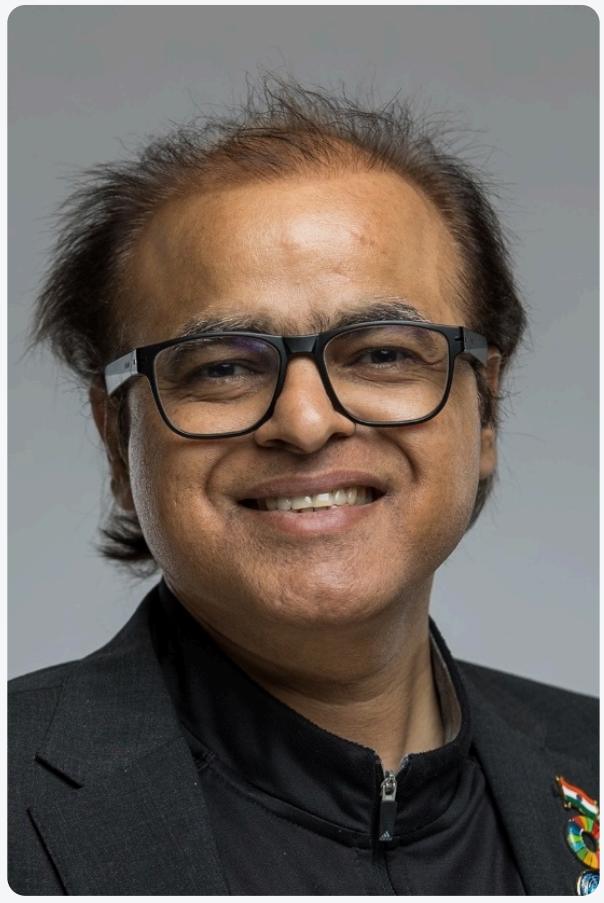
ROBERT MOSS · 1ST INTERNATIONAL EPHEU CONFERENCE

KEYNOTE LECTURE

Community Pharmacists as Trusted Gatekeepers of Digital Health: Leadership, Responsibility and Patient Trust

Digital health is reshaping healthcare through telehealth, connected electronic health records, robotics, genomics, wearables and AI — and across this whole landscape, the community pharmacist is the trusted professional who can turn technology into safe and personalised patient care.

Drawing on real-world evidence and FIP's papers, this keynote examines the gap between digital use and digital competence, the pharmacist's irreplaceable role, and the vision of patient-centred, technology-enabled, human-anchored care with pharmacists as enablers. It closes with a direct call: community pharmacists must be ready to take leadership in this transformation, shaping the future of their profession and the healthcare landscape.



Rajendra Pratap Gupta

Founder & Chairman, Health Parliament & Academy of Digital Health Sciences Former Advisor to the Union Health Minister, Government of India Former Member- National Education Policy Committee, Government of India

Dr. Rajendra Pratap Gupta is a leading global voice in Health and has done pioneering work in Health, working with various multi-lateral bodies and governments. He has been interviewed by Harvard Business Review and has been featured in the world's Top 50 Thinkers Podcast by Deloitte & Thinkers 50, and was conferred the Global Impact Award by Personal Connected Health Alliance (HIMSS) in 2018 in Boston. As an AI researcher, he is the creator of the Functional AI Pyramid- AI Maturity Model. His book 'Digital Health- Truly Transformational' remains the global bestseller and is the most comprehensive book on Digital Health ever written. He is also a public policy expert with vast experience in policymaking across sectors, and he was instrumental in drafting the election manifesto (all sectors) for the BJP in 2014. He has played a key role in drafting the National Health Policy-2017, National Digital Health Mission, the National Education Policy2020, and the Viksit Bharat Abhiyan (Developed India Mission)- which is the flagship program of the Modi Government for New India. He has been invited by all multi-lateral bodies: The United Nations, ITU, FAO, WHO, World Bank, Asian Development Bank, World Economic Forum, and the Commonwealth.

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Besides, he has been invited by governments of the United States of America, the United Kingdom, Govt. of Japan, Algeria, Finland, Norway, Ethiopia & Bangladesh, and also by the Ministry of Health, Ministry of Human Resource Development, Ministry of Labour and Employment & The Planning Commission – Government of India, for his views on a diverse range of topics. Dr. Rajendra has been involved in major global initiatives and holds several key positions in the UN bodies. He leads three dynamic coalitions at the United Nations' Internet Governance Forum: DC on Digital Economy, Environment, and Digital Health, and Chairman - Commonwealth AI Consortium (Capacity Building). He has been a co-author of several reports at the World Health Organisation (WHO); served on the guidelines development group for Digital Health at the WHO; invited by the Prime Minister's office of Bangladesh to help draft the AI Policy. He is the former advisor to the Union Health Minister, Government of India. He was nominated by the World Economic Forum on the Global Agenda Council for Digital Health. He has authored five books on a diverse range of topics and delivered over 300 talks around the world. He is the chairman of the Digital First Foundation, the Co-chair of the Global Commission for 21st Century Healthcare, chairman of the Academy of Digital Health Sciences and the Consortium of Innovative Healthcare Universities (CIHU) and also, chairs the Medical Education Summit held on the sidelines of the Global Digital Health Summit every year.

Web-links:
https://www.linkedin.com/in/rajendragupta/
https://www.intgovforum.org/en/content/dynamic-coalition-on-digital-health
https://www.globalsummit.health
https://www.parliament.health

LECTURE

Digital Competencies for Pharmacists: Bridging Professional Practice and Innovation

Healthcare professionals are living through a quiet but irreversible shift. AI is not arriving all at once, it is moving through stages, and understanding those stages is the difference between adapting well and being caught off guard.

This chapter introduces the AI Maturity Model, a framework founded and designed by Dr. Rajendra Pratap Gupta to help healthcare professionals, including community pharmacists, map exactly where they stand in this transition and identify what technology and skills community pharmacists need to be future-ready. At each stage, AI first augments existing work, making professionals faster and more capable, before eventually replacing certain tasks altogether. Running alongside this progression is a third, often overlooked question: who actually benefits: the professional, the patient, or the system? For community pharmacists in particular, this matters deeply.

Their role is expanding well beyond dispensing, into counseling, monitoring, and clinical support – exactly the areas where augmentation and replacement will be felt first. The argument here is not to resist this change but to prepare for it deliberately, while holding firmly to what cannot be automated: genuine, human care.

Ana Soldo

President of the Croatian Chamber of Pharmacists
PGEU Vice-President Elect

Ana Soldo, MPharm, is an experienced community pharmacist and healthcare leader with more than 20 years of professional experience in the Croatian healthcare system. She graduated from the Faculty of Pharmacy and Biochemistry, University of Zagreb, and has dedicated her career to advancing pharmacy practice and strengthening the role of pharmacists in patient care.

Since 2017, she has served as President of the Croatian Chamber of Pharmacists, where she has been actively involved in healthcare policy development, professional advocacy, and the promotion of pharmacists as key healthcare professionals. Prior to this role, she held several leadership positions within City Pharmacies Zagreb, including Pharmacy Manager and Deputy Director.

Her professional interests include healthcare system development, patient empowerment, health literacy, interdisciplinary collaboration, and evidence-based decision-making in healthcare. She is particularly committed to strengthening the contribution of community pharmacists to public health and patient outcomes.

LECTURE

The Future Role of Community Pharmacists in European Digital Health Systems: From Policy to Practice

The presentation, delivered by Ana Soldo (President of the Croatian Chamber of Pharmacists and PGEU Vice-President Elect), focuses on the future role of community pharmacists in European digital health systems. PGEU (Pharmaceutical Group of the European Union) now represents 33 countries and advocates for community pharmacists to be recognised as key health professionals within national health systems. The central message is that while digital health brings significant opportunities—including safer care, better continuity, early detection, and more connected health systems—digitalisation must not become a barrier that distances citizens from care. Community pharmacists are uniquely positioned to translate high-level digital health policies into everyday practice, as they are accessible without appointment in cities, rural areas, islands, and underserved communities. They serve as the critical bridge between digital systems and real patients, helping people understand digital health records, supporting medication adherence, and providing context that automated systems cannot. A key concern raised is digital inclusion: not all patients have the confidence or skills to navigate digital health tools, and pharmacists play an essential role in supporting older adults, people with disabilities, and those with low digital literacy. The presentation also addresses the European Health Data Space (EHDS), a common EU framework for electronic health data, with key implementing milestones in 2027 and 2029 that will shape how human-centred digital health becomes in practice. Implementation of these systems must reflect the realities at the point of care—particularly in non-urban settings—as this is a matter of patient safety and equal access, not merely a technical issue. On the topic of AI in pharmacy practice, the presentation stresses that AI tools must be transparent, clinically reliable, and ethically used, with final professional responsibility remaining with qualified healthcare professionals. Patients must also be able to trust that their data is protected and used in their interest, not for commercial gain. The presentation concludes with a call for policy support: community pharmacists should be formally involved in digital health governance, given recognised access to relevant health data, and provided with the necessary infrastructure, cybersecurity, training, and resources—particularly in small and rural pharmacies. The overarching vision is that digital health should strengthen proximity care, support professional judgement, and ensure that no patient is left behind.

Miranda Sertić

Vice Dean for Science and Research

Miranda Sertić, PhD, MPharm, is Vice-Dean for Science and Research at the Faculty of Pharmacy and Biochemistry, University of Zagreb. She obtained her PhD in Pharmaceutical Analysis in 2013 and is actively involved in undergraduate and postgraduate education. Her teaching portfolio includes Pharmaceutical Informatics, Digital Pharmacy, Pharmaceutical Analysis, Quality Assurance and Drug Registration, and Analytical Approaches for the Identification of Counterfeit Pharmaceutical Products. Dr. Sertić has authored more than 50 scientific and professional publications and has presented over one hundred abstracts at national and international conferences. She has delivered numerous invited lectures and more than 40 scientific and professional presentations. Her research focuses on the development of bioanalytical methods, particularly in the field of anticancer drugs and therapeutic drug monitoring. Throughout her professional career, she has been actively engaged in pharmaceutical organizations at both national and international levels. She served as a Board Member of the Croatian Pharmaceutical Society and President of its Young Pharmacists Group and has been an elected member of the General Assembly of the Croatian Chamber of Pharmacists since 2015. Internationally, Dr. Sertić was elected Chairperson of the Young Pharmacists Group of the International Pharmaceutical Federation (FIP) in 2016.

FBF SVEUČILIŠTE U ZAGREBU FARMACEUTSKO-BIOKEMIJSKI FAKULTET EPhEU

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She also served as Vice-Chair of the FIP Analytical Sciences and Pharmaceutical Quality Special Interest Group from 2017 to 2019, coordinated the FIP Young Pharmacists Group mHealth project, and contributed to the FIP Strategic Plan Working Group. At the conference, Dr. Sertić will present “Preparing Pharmacists for Digital Health: Education, Skills and Professional Competencies,” focusing on the knowledge, digital skills, and professional competencies required to prepare pharmacists for an increasingly digital healthcare environment.

LECTURE

Preparing Pharmacists for Digital Health: Education, Skills and Professional Competencies

Digital technologies are increasingly becoming part of everyday healthcare practice. They are changing the way healthcare professionals communicate, make decisions, manage data, and provide services to patients. Pharmacists are no exception to this trend. Alongside their clinical and pharmaceutical expertise, they are now expected to understand digital health tools, health informatics, data management, and digital communication in order to work effectively within modern healthcare systems.

At the Faculty of Pharmacy and Biochemistry, University of Zagreb, these challenges were addressed through the PharmMedQ project. In accordance with the Croatian Qualifications Framework, occupational standards for pharmacists and industrial pharmacists, as well as the qualification standard for the Master of Pharmacy degree, were developed. The project brought together almost 100 representatives from academia, community and hospital pharmacies, healthcare institutions, professional organizations, regulatory authorities, and the pharmaceutical industry, ensuring that the resulting standards reflected the needs of contemporary pharmacy practice.

Through this process, the growing relevance of digital competencies for pharmacists was identified. Based on the competency analysis, digital pharmacy was recognised as an important area that should be included in both the qualification framework and educational outcomes for future graduates.
These changes have also been incorporated into the revised pharmacy curriculum. As a result, Digital Pharmacy has been introduced as a mandatory course at the Faculty of Pharmacy and Biochemistry. This course will provide pharmacy students with the knowledge and practical understanding needed to use digital health technologies responsibly and effectively in their future professional practice.

Caroline Wehrlé-Willer

PharmD — Assoc. Professor; Counsellor, University of Strasbourg

Postgraduate studies:

- Postgraduate University Diplomas in Orthopedics, Homeopathy, Micronutrition, Psychonutrition
- Many Training in Micronutrition, functional Health, and Women's Health

Scientific Publications in community pharmacy practice

Current positions:

- Assistant Pharmacist in Community Pharmacy
- Counsellor in the French Chamber section D for the employed pharmacists,
- Member of the Section D Board
- Member of the Meddispar group for medications requiring special dispensing
- Epheu member of the board

- Associate Professor, Faculty of Pharmacy, University of Strasbourg
- Creator and academic director since 2017, in collaboration with the IEDM (European
- Institute of Micronutrition), of the University Diploma in Micronutrition for healthcare professionals, with two annual sessions in Strasbourg and Réunion Island
- Member of Alsace Cosi Integrative Health Collective, a group of healthcare professionals specializing in complementary practices
- Micronutrition and Functional Health Consultant in private practice

Université de Strasbourg

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CAROLINE WEHRLÉ-WILLER · 1ST INTERNATIONAL EPHEU CONFERENCE

LECTURE

New Missions in Community Pharmacy: Lessons from the French Pharmacy Reform

Long perceived simply as a dispenser of medication, the community pharmacist is becoming increasingly active in the prevention and monitoring of chronic diseases, in addition to their usual advisory role. In France, the 2022 National Convention of Community Pharmacists marked a major turning point in the healthcare system. Pharmacists are maintaining their role in screening and vaccination, but are also offering more support, prevention, and digitalization within the patient care pathway. By 2026, the pharmacist's new responsibilities will transform the community pharmacy into a true primary care provider: pharmaceutical consultations (vitamin K antagonists, direct oral anticoagulants, asthma, opioids), expanded vaccination coverage, prescription of some vaccines, dispensing of antibiotics, rapid diagnostic tests for strep throat and cystitis, preventive health checkups at key ages, shared medication reviews, and support for oral cancer treatments and pregnant women.

All these developments require an update of skills and knowledge, particularly regarding the use of digital tools, which has been strengthened since the health crisis (Pharmaceutical File, Shared Medical File, Secure Health Messaging, etc.). The pharmacist must master all these tools while taking into account the regulatory challenges and legal risks related to acts of care.

Pascal Wehrlé

Professor, University of Strasbourg

Doctor of Philosophy (PhD) in pharmaceutical Sciences
Doctor of Pharmacy (PharmD), Professor – University of Strasbourg

Education and Academic Qualifications

- Full Professorship (Pharmacy), Faculty of Pharmacy, University of Strasbourg (October 1995)
- Agrégation in Pharmaceutical Technology (Pharmaceutics), Paris, July 1995.
- Habilitation to Supervise Research (HDR), University Louis Pasteur, Strasbourg, 1994.
- Doctor of Philosophy , Pharmaceutical Sciences, University of Paris, 1990. Dissertation focused on multivariate analysis and design of experiments applied to optimization and validation of pharmaceutical dosage forms and manufacturing processes.
- Advanced Studies Diploma (DEA) in Pharmaceutical Technology and Biopharmaceutics, University of Paris, 1987.
- State Diploma of Doctor of Pharmacy, University Louis Pasteur, Strasbourg, 1988.

Professional Experience

- Professor, Faculty of Pharmacy, University of Strasbourg
- Associate Professor, University Louis Pasteur – Strasbourg I, (1991-1995).
- Military Pharmacist-Chemist, Lyautey Military Hospital, Strasbourg (1990).
- Postdoctoral Research Fellow, Hebrew University of Jerusalem (1993).
- Research Scientist, SERVIER Laboratories, Orléans (1989, doctoral research year).
- Research experience at ALCON/POS Laboratories, Kaysersberg (1986–1987).

National and International Responsibilities

- **President, Association for the Promotion of Experimental Pharmacies (APPEX), 2016-2026 Now: Honorary President.**
- National coordinator of the French Inter-Faculty Prescription Dispensing Competition and Public Health Communication Video Award. (2016-2026)
- **Co-chair of the working group on Simulation-Based Education and Digital Learning - (2024 till now), CIDPHARMEF (International Conference of French-Speaking Faculties of Pharmacy)**
- President, Association of Academic Researchers and Teachers in Pharmaceutics (2006–2017).
- Expert member, French National Agency for Medicines and Health Products Safety (ANSM)
- Working groups on generic medicines and pharmaceutical quality (2007–2013).
- Expert member, French National Agency for Medicines and Health Products Safety (ANSM),
- Pharmacopoeia Committee – Pharmaceutical Preparations and Pharmaceutics (2007–2013).
- Member, Galien Group of the French National Academy of Pharmacy.

Local and Academic Leadership

- **Member, Observatory for Complementary Therapy Education, Faculty of Medicine, Strasbourg (since 2023).**
- **Director, Community Pharmacy Section , Faculty of Pharmacy, Strasbourg (since 2010).**
- **Director, Master's Programme in Pharmaceutical Engineering and Apprenticeship Coordinator (since 2016).**
- Director, University Diploma "Towards an Updated Community Pharmacy Practice" (since 2016).
- Co-Director, University Diploma in Micronutrition (since 2022).
- **Creator of Pharma3D, a virtual pharmaceutical world.**
- Head of International Relations and Erasmus Coordinator, Faculty of Pharmacy (1990–2015).
- Regional Council Member, French Order of Pharmacists – Alsace Region (2010–2016).

Honours and Awards

- PhD Thesis Prize, French National Academy of Pharmacy (1992).
- Award of the Association of Industrial Pharmaceutics (APGI), Paris (1988).
- CNAM Medal, Paris (1995).

Scientific and Educational Output

- More than 50 peer-reviewed scientific publications.
- More than 40 presentations at international symposia.
- More than 20 invited lectures.
- More than 10 publications in the professional press.
- Holder of 2 European patents.
- Author of 2 educational books.
- Contributor to scientific book chapters.

PASCAL WEHRLÉ · 1ST INTERNATIONAL EPHEU CONFERENCE

LECTURE

Developing a Competency-Based Curriculum for Community Pharmacy Education

In anticipation of the awaited reform of pharmacy education, finally published in January this year in the Official Journal of the French Republic, French faculties of pharmacy have devoted the past couple of years to developing a new competency-based pharmacy curriculum. The design of this new educational approach and its implementation at the Faculty of Pharmacy of Strasbourg are presented. The competency framework is structured around four main domains: Domain 1, Dispensing Medicines and Other Health Products; Domain 2, Supporting Patients Throughout Their Care Pathway; Domain 3, Operating and Managing a Community Pharmacy; and Domain 4, Delivering Prevention and Public Health Services. Within each domain, competencies are progressively developed throughout the curriculum according to three levels of proficiency: a beginner or Foundation level, focused on analysing patient requests; an Intermediate level, aimed at designing an appropriate action plan; and an Advanced level, dedicated to implementing pharmaceutical dispensing and patient-centred pharmaceutical care. This competency-based approach also provides an opportunity to integrate digital health tools into pharmacy education while diversifying teaching and learning methods through the use of innovative educational technologies, including serious games and artificial intelligence.

Pero Hrabač

Assistant professor at the Department of Medical Statistics, Epidemiology and Medical Informatics, University of Zagreb School of Medicine

Pero Hrabač, MD, PhD is an assistant professor at the Department of Medical Statistics, Epidemiology and Medical Informatics, University of Zagreb School of Medicine. He obtained both his medical degree and PhD in Biomedicine and Health Sciences from the University of Zagreb. His professional interests span medical informatics, biostatistics, epidemiology, artificial intelligence in healthcare, clinical research, and health data management.

Dr. Hrabač has extensive experience in clinical trials, having worked in study design, data management, biostatistics, pharmacovigilance, and regulatory reporting for numerous national and international pharmaceutical companies. He has participated in all phases of clinical research, from protocol development and sample size estimation to statistical analysis and preparation of study reports.

From 2015 to 2025, he served as Head of the Information Technology Department at the University of Zagreb School of Medicine, overseeing complex institutional IT infrastructure, including servers, networks, data storage systems, and educational platforms. Since 2015, he has been involved in undergraduate and postgraduate teaching in medical statistics and medical informatics in both Croatian- and English-language medical programmes.

Dr. Hrabač is the author or co-author of more than 60 PubMed-indexed publications and has a longstanding interest in the application of digital technologies and artificial intelligence to clinical medicine, public health, and biomedical research.

LECTURE

Every AI Model Is a Reflection of the Healthcare System That Trained It: Artificial Intelligence in Academia and Patient Care

AI is rapidly transforming both academic medicine and clinical practice, offering new opportunities for diagnosis, risk prediction, workflow optimization, and medical research. However, AI systems are not independent sources of knowledge; rather, they reflect the characteristics, strengths, and weaknesses of the healthcare systems and datasets on which they are trained. This lecture examines the role of AI in healthcare through the framework of secondary use of health data, encompassing electronic health records, disease registries, biobanks, imaging archives, and administrative databases. Particular attention is given to the methodological, ethical, and regulatory challenges associated with developing and deploying AI models, including data quality, algorithmic bias, dataset shift, privacy protection, and external validation.

Through examples of successful implementations—such as national health registries, AI-assisted diagnostics, and large-scale population databases—as well as notable failures resulting from biased or poorly representative data, the lecture highlights the critical importance of robust health data infrastructure and governance. We will also shortly discuss the implications of the European Health Data Space (EHDS), emerging AI regulations, and privacy-preserving approaches to AI deployment. In this context, AI is in our opinion viewed as a tool that augments rather than replaces clinical judgement. The quality, fairness, and clinical utility of every AI model are fundamentally determined by the healthcare environment from which its training data originate.

Frane Pešut

Director of Sales SEE (Retail and Wholesale) PLIVA / Teva

Frane Pešut is a pharmaceutical industry professional with more than 20 years of experience in finance, strategic planning, commercial leadership, and digital transformation. He currently leads retail and wholesale sales operations at PLIVA/Teva across the Croatia Plus Hub, with regional responsibilities covering Croatia, Bosnia and Herzegovina, Slovenia, and North Macedonia.

He has a particular interest in the application of artificial intelligence in healthcare and pharmacy practice and is actively engaged as a speaker at industry conferences. He also serves as an advisor and project lead on AI transformation initiatives within the broader commercial and healthcare environment.

His professional background combines hands-on commercial management with expertise in finance, data analytics, and technology-driven innovation. Throughout his career, he has built and led cross-functional teams, developed digital health platforms, and designed patient-support programmes that bridge traditional pharmacy practice with emerging digital capabilities.

At the conference, Mr. Pešut will present “Beyond ChatGPT: What the Next Wave of Artificial Intelligence Means for Pharmacists,” focusing on the opportunities, challenges, and future implications of artificial intelligence for community pharmacy and healthcare delivery.

Director of Sales SEE (Retail and Wholesale)| Teva (2023 – present)

- Leading commercial operations across the Croatia Plus Hub — pharmacy field force, wholesale, sales
- effectiveness, and customer service
- Driving omnichannel transformation, new go-to-market models, and integration of digital and AI tools into
- commercial workflows
- Overseeing implementation of therapy monitoring programs and digital pharmacist engagement platforms

Director of Sales, OTC BU and End User Technologies SEE | Teva (2017 – 2023)

- Led cross-functional team across sales, marketing, and digital initiatives for the SEE region
- Pioneered implementation of novel digital HCP engagement channels (PhEA platform, PHINT commercial tool)
- Established the Data Analytics team, integrating data science into commercial decision-making
- Led transformation of sales model from traditional to hybrid omnichannel approach

Sales Manager / Strategic Business Manager / Finance Manager | PLIVA / Teva (2006 – 2017)

- Progressive career from corporate finance through strategic business management to sales leadership
- Managed IT and analytics projects including CRM, SAP, BW, Hyperion, and COGNOS implementations
- Built foundational commercial analytics and reporting capabilities for the Croatian market

EDUCATION & PROFESSIONAL DEVELOPMENT

Stanford Artificial Intelligence Professional Program
Stanford School of Engineering — Stanford Online (2024)
Digital Business Strategy: Harnessing Our Digital Future
Boston University Questrom School of Business — Executive Education (2022)
Mini M.B.A. Pharma
Management Center Europe, Brussels (2011–2012)
B.S. Finance
University of Zagreb, Faculty of Economics and Business (1998–2002)

LECTURE

Beyond ChatGPT: What the Next Wave of Artificial Intelligence Means for Pharmacists

The rapid adoption of large language models such as ChatGPT has introduced millions of healthcare professionals to the capabilities of artificial intelligence. Yet this visible first wave—characterized by question-and-answer interaction, text generation, and information retrieval—represents only the beginning of a much broader technological shift. This lecture explores what comes after the current generation of AI tools and examines the practical implications for the pharmacy profession.

A 2025 national survey of practicing pharmacists found that while 82.5% reported some familiarity with AI, only 38.7% had actually used it in practice, even as 64.1% believed it could improve their professional effectiveness. This gap between awareness and adoption illustrates the transitional moment the profession currently occupies. The next wave of AI—encompassing autonomous agents, predictive models, conversational systems, and multimodal intelligence—will not simply offer better answers. It will begin to suggest, predict, prioritize, and increasingly act within healthcare workflows.

For pharmacy, this shift carries particular significance in the domain of patient adherence and therapy support. The World Health Organization has long reported that adherence among patients with chronic disease in developed countries averages only 50%, a figure that has proven resistant to conventional interventions. The emerging generation of AI capabilities opens the possibility of moving from standardized support programs toward more individualized, predictive approaches—where systems help identify which patients are at risk, when support is most needed, and what type of intervention is most likely to be effective. Early experience with structured pharmacist-led therapy monitoring programs has already demonstrated that targeted intervention can substantially improve outcomes, suggesting that the addition of AI-driven personalization represents a logical and promising next step.

Similarly, digital platforms that connect pharmacists with professional content and patient-support tools at scale are natural candidates for AI integration. Making these environments more intelligent—through personalized content delivery, smarter recommendations, and better matching of patient needs with pharmacist actions—could meaningfully enhance the relevance and impact of pharmacist engagement without replacing the human element.

This transformation is not occurring in isolation. McKinsey's 2024 healthcare survey reported that more than 70% of healthcare organizations were already pursuing or had implemented generative AI capabilities across drug development, clinical decision support, patient communication, and operational workflows. The pharmacy profession should expect these developments to increasingly affect its own practice environment.

Crucially, the evolution of AI does not diminish the pharmacist's role—it redefines it. European survey data show that 40% of patients visit a pharmacy specifically for face-to-face advice, while 44% express reluctance to lose personal interaction with healthcare providers. As systems become more capable of generating data and insight, the human capacity for interpretation, judgment, trust, and reassurance becomes more valuable, not less. The pharmacist of the future will function less as a knowledge provider and more as an interpreter of AI-supported insight, a patient trust anchor, and a coordinator of increasingly personalized care.

The future of pharmacy will not be defined by artificial intelligence itself, but by how pharmacists choose to adapt to and work alongside increasingly intelligent systems.

David Young

Director Customers & Channels,
PHOENIX Group

David Young is a senior European healthcare executive and qualified pharmacist with over 20 years' experience driving transformation across pharmacy retail, wholesale, and healthcare services. As Director Customers & Channels at PHOENIX Group, he leads pan-European operational and digital transformation, working closely with the Executive Board to deliver strategic change, enhance customer experience, and improve performance across multiple markets. His work focuses on embedding operational excellence, scaling digital and AI capabilities, and aligning local execution with enterprise strategy. Previously, David held senior leadership roles across the PHOENIX Group and Rowlands Pharmacy, including Head of Retail Development & Transformation, where he led the modernisation of over 500 pharmacies, and General Manager of NuCare UK, where he established a new medical device business. He is recognised for building high-performing teams, delivering measurable efficiency gains, and translating strategy into sustained operational impact in complex, regulated environments.

David holds a Master's degree in Pharmacy from the University of Strathclyde in Glasgow and is a member of the Royal Pharmaceutical Society.

DAVID YOUNG · 1ST INTERNATIONAL EPHEU CONFERENCE

LECTURE

AI in Pharmacy: Driving Efficiency to Unlock Better Patient Care

Artificial Intelligence (AI) is rapidly reshaping the pharmacy landscape, offering powerful opportunities to improve efficiency, accuracy, and patient outcomes across both retail and healthcare systems. Drawing on pan-European transformation experience, the lecture will highlight real- world use cases demonstrating how AI can streamline routine tasks, reduce operational complexity, and free up capacity for higher-value clinical activities.
The session will argue that AI is not simply a technology upgrade, but a strategic lever to reallocate time and resources—enabling pharmacists to focus more on what matters most: delivering safer, more accessible, and more personalised patient care.

Sonja Jandroković

Assist. Prof. Sonja Jandroković, MD, PhD
Croatian Society for Telemedicine, AI and Robotics

Sonja Jandroković, MD, PhD, is an Associate Professor at the School of Medicine, University of Zagreb, and a Senior Consultant Ophthalmologist at the Department of Ophthalmology, University Hospital Centre Zagreb, Croatia. She is a glaucoma specialist and serves as Head of the Day Hospital and One-Day Surgery Unit. She completed her medical degree at the University of Zagreb School of Medicine, followed by specialist training in ophthalmology and subspecialist training in glaucoma. She earned her PhD in Biomedicine and Health Sciences from the University of Zagreb and has authored numerous scientific publications, conference presentations, and invited lectures at both national and international meetings. Her research interests focus on glaucoma diagnostics and treatment, optical coherence tomography (OCT), and laser therapy in ophthalmology. Dr. Jandroković is actively involved in undergraduate, postgraduate, and specialist medical education. She currently serves as President of the Croatian Society for Telemedicine, Artificial Intelligence and Robotics. Internationally, she is a consultant and member of the Classification Compliance and Oversight Committee (CCOC) of the International Paralympic Committee, where she contributes to the development and supervision of athlete classification standards. She is also a member of the Medical Classification Commission of the Croatian Paralympic Committee. In addition to her clinical, academic, and research work, Dr. Jandroković is actively engaged in public health promotion and awareness initiatives, including the campaigns Let's Explain Vision to Children and Glaucoma Days.

S. JANDROKOVIĆ, M. LUKIĆ, I. DUMIĆ-ČULE, M. TOMIĆ · 1ST INTERNATIONAL EPHEU CONFERENCE

LECTURE

Pharmacies as Accessible Settings for Preventive Ophthalmic Disease Screening with AI-Powered Diagnostics

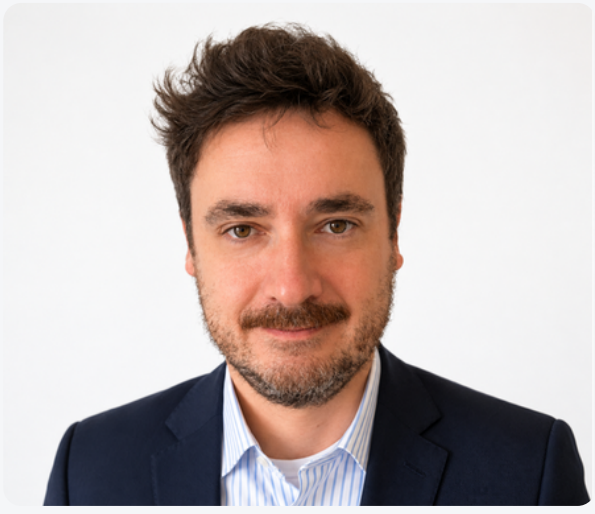
Diabetic retinopathy, glaucoma, and age-related macular degeneration are among the leading causes of preventable blindness, yet they often progress silently until advanced stages. Early detection is essential; however, ophthalmology waiting times exceeding six months and the growing burden of chronic disease highlight the need for scalable screening solutions. Modern ophthalmic diagnostics rely on multimodal data from optical coherence tomography (OCT), visual field testing, and fundus photography, while artificial intelligence (AI) algorithms are increasingly improving screening accuracy and efficiency.

Community pharmacies represent highly accessible healthcare settings and may serve as valuable points for preventive ophthalmic screening. With more than 1,200 pharmacy locations across Croatia and well-established patient-pharmacist relationships, community pharmacies constitute the only healthcare infrastructure sufficiently widespread to reach asymptomatic high-risk individuals before irreversible vision loss occurs.

A teleophthalmology-based retinal screening model was implemented as a proof of concept in two Croatian community pharmacies. Pharmacists performed non-mydriatic fundus photography and securely transmitted retinal images through a digital platform for AI-assisted analysis, followed by mandatory review by a board-certified vitreoretinal specialist.

Among 21 asymptomatic participants, clinically significant findings were identified in five cases (23.8%), including age-related retinal changes, a choroidal naevus, and an incidental retinal haemorrhage. None of these individuals had previously sought ophthalmological consultation.

This presentation will explore the opportunities and challenges associated with integrating AI-supported teleophthalmology screening models into routine healthcare practice through community pharmacy networks across Europe.



Adam Rogalewski

Policy Officer for Health and Social Services, European Federation of Public Service Unions

Adam Rogalewski has been a Policy Officer for Health and Social Services at the European Federation of Public Service Unions since 2021. He has previously worked for the British public services union Unison, the Swiss general union Unia, and the Polish trade union federation OPZZ, where he served as Director of the International Department.

During his time at OPZZ, he was a member of the ETUC Executive Committee and Vice President of the Pan-European Regional Council of the International Trade Union Confederation.

He also served as a member of the European Economic and Social Committee from 2015 to 2020. He holds a doctoral degree from London Metropolitan University.

LECTURE

The Pharmacist Behind the e-Pharmacy: Digitalisation, Distance Selling and the Future of the Employed Pharmacy Workforce

This presentation examines the impact of digitalisation on pharmacy practice and pharmaceutical care from the perspective of the European Federation of Public Service Unions (EPSU). It explores how the increasing use of electronic prescriptions, digital health records, artificial intelligence, automation, and online pharmacy platforms is reshaping the role of pharmacists and the organisation of pharmaceutical services. While these technological developments have the potential to improve access to medicines, enhance continuity of care, and increase the efficiency of healthcare delivery, the lecture argues that digital innovation should complement rather than replace professional pharmaceutical expertise.

A central theme of the presentation is the indispensable role of pharmacists in ensuring patient safety within increasingly digital healthcare systems. Despite the growth of e-pharmacies, pharmacists remain responsible for clinical verification, medication reviews, detecting drug interactions and contraindications, patient counselling, and regulatory compliance. The lecture warns that digital platforms often obscure these essential professional responsibilities while simultaneously increasing workload, work intensity, algorithmic management, and psychosocial risks for pharmacy staff.

From a trade union perspective, EPSU calls for a human-centred digital transition that strengthens workers' autonomy, improves working conditions, and enhances patient safety. EPSU opposes forms of digitalisation that weaken labour rights, intensify work, replace workers' judgement, or promote the commercialisation of medicines. Instead, EPSU emphasises that successful digital transformation requires strong social dialogue and collective bargaining, safe staffing, investment in digital skills, and the active participation of healthcare workers in decisions concerning artificial intelligence, data governance, and workplace organisation.

The lecture also highlights EPSU's position on the European Health Data Space (EHDS). While recognising the EHDS as an important initiative to improve continuity of care, facilitate cross-border healthcare, support medical research, and empower patients, EPSU stresses that its implementation must prioritise workers' involvement, high standards of privacy and data protection, and democratic governance of health information. The federation strongly opposes the commercialisation of health data and argues that health data should be regarded as a public good that benefits patients, healthcare workers, and society as a whole.

Finally, the presentation links digital transformation to the objectives of the EU Quality Jobs Act, which EPSU views as a crucial opportunity to improve employment conditions across the health and care sector. The organisation argues that high-quality healthcare depends upon high-quality jobs characterised by safe staffing levels, secure employment, professional independence, fair working conditions, protection from algorithmic management, and continuous investment in workforce development.

By placing both patient welfare and workers' rights at the centre of digitalisation, EPSU advocates for a European model of pharmaceutical care in which technological innovation serves the public interest while strengthening—not undermining—the pharmacy profession.

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