

The informed patient, Swedish pharma industry view

- Agreement between industry and the Swedish Association of Local Authorities and Regions on the supply of information on medicines to the Swedish health care
- “My Medicine” - an initiative to set the patient in the drivers seat
- Accessible information
- Public Private Partnership, PPP
- Fass.se is THE provider of medicines information in Sweden to professionals and patients / general public
- The industry has a proven role as quality information provider and a working self regulation system to assure the quality