



STADA Figure of the Month

Digital Doctors: Europeans open to apps on prescription

Bad Vilbel, Germany; 26 November 2020 – Even at the start of this year, as the effects of the coronavirus were just becoming apparent, many doctors turned to digital tools to help them stay in contact with their patients despite the restrictions. And the second lockdown is proving without doubt that technical means of communication are becoming even more important for doctors. Options for doctors to prescribe proven apps as therapies are gradually increasing. There are now apps that, for example, can support patients suffering from anxiety, and others that can be used to help with tinnitus.¹

But what do Europeans think about apps on prescription?

The STADA Health Report 2020 shows: In general, Europeans are on board with the idea of apps on prescription – three quarters (75%) would gladly make use of such technological solutions.

Among the frontrunners in terms of accepting the use of therapeutic apps are Serbia, Poland, Italy, Spain, Finland and Russia; in each of these countries, more than 80% of the population are in favour. In countries such as Finland and Russia, the main argument in favour of such apps (in each case 49%) is being able to reduce the number of visits to doctors for tests and checks, as key data can be transmitted directly to the doctor during the course of therapy. However, Italians of all age groups see the greatest advantage in being able to monitor their own health at all times and being able to respond directly to any deterioration in their condition (42%).

¹ <https://www.aerzteblatt.de/nachrichten/117236/Apps-auf-Rezept-Noch-viele-Unsicherheiten-bei-Aerzten>, last accessed: 27.10.2020



Germans, on the other hand, are markedly more sceptical. In Germany, a mere 60% of people would be prepared to use an app prescribed by their doctor. Inhabitants of the UK (65%) and Belgium (68%) also show some resistance to the idea. In Germany, 17% of survey respondents cite fears about the security of their data (versus a European average of 11%), while 28% see no added value from such apps. Similar misgivings are apparent in Belgium and the UK, where resistance increases with age. In these three countries in particular, it appears physicians and data security experts have work to do to convince patients of the benefits of such apps.

These are findings from the second international STADA Health Report 2020, a representative study with more than 24,000 respondents from twelve countries. On behalf of STADA Arzneimittel, the Kantar market research institute interviewed around 2,000 people aged between 18 and 99 years from Austria, Belgium, Finland, France, Germany, Italy, Poland, Russia, Serbia, Spain, Switzerland and the United Kingdom on the topic of "The road to the future of health". Further information on the STADA Health Report and much more can be found at: www.yourhealth.stada.

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two-pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2019, STADA achieved adjusted Group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide.

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