



## Accelerating primary health care in the WHO European Region: organizational and technological innovation in the context of the Declaration of Astana

It is a great honour to speak on behalf of the International Pharmaceutical Students' Federation (IPSF) which represents over 350,000 pharmacy and pharmaceutical sciences students and recent graduates in over 90 countries worldwide.

Ensuring quality and essential healthcare services and use safe, effective and affordable medicines for everyone through the integration of technology is required to accelerate primary health care in the European Region. However, the efforts should always focus on guaranteeing equal rights to every human by preventing the risk of financial hardship and increasing accessibility of healthcare to all groups within society. Monitoring of health systems performance through high-quality and integrated data and with appropriate technology is needed to ensure better services, increase in system responsiveness and patient safety. Citizens should play an expanding role in their healthcare and in identifying their health needs. Therefore, IPSF highlights the importance of appropriate education for healthcare students on digital health to improve healthcare practices worldwide.

For several years, IPSF has been advocating for Primary Health Care and the impact of technology in achieving such aims, and we stress that pharmacists must be involved in assuring the availability of good quality, accessible health services and medicines for everyone. IPSF encourages the advancement of effective information systems to allow optimal performances of health systems and be crucial in achieving better outcomes in health and health for all. Moreover, we are calling on the youth of today, pharmacists of tomorrow to acknowledge the importance of staying professional and competent in this field. The Federation is supporting development of digital health and pharmacy innovations and is committed to bringing future generations of pharmacists closer to the patients for a safer and more effective treatment.

To conclude, IPSF calls the Member States to support the primary health care focal points emphasized by the Astana Declaration and urges them to identify the technological and organizational reforms needed to accelerate primary health care in the region