

Berlin, 17 December 2024

Press release

DocMorris calls for consistent digitalisation of the healthcare sector after the federal election

Position paper focusses on efficiency and quality through telepharmacy

The German healthcare system is facing enormous challenges: Rising costs in statutory health insurance, a shortage of specialists and the decline in pharmacies are jeopardising nationwide care. At the same time, the number of chronically ill people and those in need of care is increasing. The capacity limits of patient care have been reached.

DocMorris is therefore focusing on digitalisation and telepharmacy as key approaches to solving the problems in its position paper for the 2025 federal election.

‘A modern pharmaceutical supply needs digital structures and processes in order to function efficiently and in line with demand,’ emphasises Walter Hess, CEO of DocMorris. ‘Telepharmacy brings care to the patient’s home and can therefore secure the supply in the long term, especially in structurally weak regions. Optimised logistics and digital consultation services can make better use of resources and curb constantly rising costs.’

The position paper calls for equal regulatory treatment and remuneration of online pharmacies and local pharmacies, the promotion of hybrid care models and patient-centred solutions. It also emphasises the connection of digital healthcare applications to European standards in order to enable seamless, cross-border care. However, the successful implementation of new functions such as the electronic patient file requires user-friendly digital identification procedures for insured persons.

With clear demands and a focus on innovative solutions, DocMorris emphasises the need for a future-oriented reform of the healthcare system.

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DocMorris

DocMorris stands for customer-centred, innovative services and a wide range of digital healthcare products. These range from quickly making appointments to see a doctor online on the TeleClinic telemedicine platform to pharmaceutical advice and the supply of prescription and over-the-counter medicines and healthcare products from Germany’s best-known online pharmacy. In addition, there is the marketplace with a broad complementary range of remedies and aids as well as products from the areas of nutrition, beauty and family. DocMorris thus provides its customers with easy access to comprehensive healthcare services in one place with just one click. In the Germany segment, the Swiss company DocMorris AG generated external sales of CHF 976 million in 2023 with currently 10 million active customers.