

## **APPENDIX 7A GUIDANCE ON ELECTRONIC LABELLING FOR THERAPEUTIC PRODUCTS**

### **1.1 BACKGROUND**

Electronic labelling (e-labelling) refers to product information, including the package insert (PI) and patient information leaflet (PIL), which is distributed via electronic means, such as through a machine-readable code or URL on the product carton that links to a secure online system that publishes the product information in digital format.

Registrants of Therapeutic Products (TP) who have a secure online system may distribute the HSA-approved PI and/or PIL in the form of an e-PI/PIL. The e-PI/PIL may be distributed with or without physical printed copies contained in the products.

### **1.2 GENERAL GUIDANCE FOR E-LABELLING**

#### *TP eligible for e-labelling*

HSA is taking a phased approach to facilitate the implementation of e-labelling of TP. Presently, e-labelling is applicable to prescription-only medicines (POM) only. This guidance is subject to further review and updates on its applicability to non-prescription TP.

#### *Acceptable e-labelling formats*

E-labelling should be presented in a machine-readable digital format that would allow optimised viewing on devices such as smartphones/laptops/tablets.

In addition to the e-PI/PIL, the following can be considered:

- i) Online videos on instruction for use (e.g. inhalers/injectable pen devices)
- ii) Tools for the visually impaired

#### *Accessibility of e-labels*

Product Registrants who opt to adopt e-labelling are responsible for ensuring that the hosting platform (e.g. company website) has high availability for users to access the e-label online.

The information should preferably be accessible to user via a direct link to the e-label. Alternatively, a landing webpage with information pertaining only to the TP of interest may be considered, provided that the time spent by the user navigating the page (e.g. clicking links, scrolling) is minimised. Users should not be asked for their personal information or required to log in or register with the site before accessing the e-label.

Product registrants may state the URL (short link preferred), QR code, or other machine-readable code on the outer packaging (e.g. outer carton) of the TP. In addition, appropriate instructions on how to access the e-labels should be stated.

#### Registrant's roles and responsibilities

Product registrants are responsible for ensuring that the e-labels published on its websites are up-to-date and aligned with the product information registered with HSA. The e-label should be made available to users within 30 days of any update of product labelling.

The websites that are used to host the e-labels must not contain information that is false or misleading, and must comply with the Health Products (Advertisement of Therapeutic Products) Regulations. Such websites must not contain any promotional information, or carry any discussion forums/ testimonials concerning the TP. Registrants are reminded that advertisement of POM directed to the general public is prohibited.

#### Notification of e-labelling

Product registrants are required to complete and submit the [online notification form](#) prior to actual implementation of e-labelling for registered TPs. Machine-readable codes (e.g. QR codes) may be included in the outer packaging without notifying HSA.

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## REVISION HISTORY

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