

Post Conference Report

European Drug Utilization Research (EuroDURG) Conference 2025

Bridging Data, Policy & Patients in Drug Utilization Research



1–4 July 2025

Uppsala, Sweden

 EuroDURG  ispe



Executive summary

The first week of July 2025, the European Drug Utilization Research group (EuroDURG), the European Chapter of the special interest group of Drug Utilization/Health Services Research in the International Society for Pharmacoepidemiology (ISPE), organized a 4-day conference hosted by the University of Uppsala in Sweden. The conference gathered 343 people from 38 countries, and consequently became the largest EuroDURG-conference so far.

The Conference, entitled “Bridging Data, Policy & Patients in Drug Utilization Research”, offered a rich scientific programme covering a variety of topics addressed through Drug Utilization Research (DUR). These ranged from important core DUR areas such as adherence, polypharmacy, safety and DUR for specific populations or specific therapeutic areas to policy-related aspects, including accessibility of medicines, medicine shortages and pricing, as well as research in novel fields, e.g., digitalization and artificial intelligence, drugs in the environment and crisis preparedness. The EuroDURG conference also specifically featured cross-national collaborative research and offered a special session with a global health perspective.

Building on previous conferences, the 2025 EuroDURG conference programme provided inspiring keynote talks, interesting presentations, a diversity of posters, interactive workshops and room for an exchange of ideas and knowledge. The 3-day scientific programme was preceded by a day of satellite program and educational sessions. A total of 48 oral abstract presentations and 243 posters contributed to stimulate scientific discussion. An accompanying dynamic social programme allowed participants to meet and discuss with others in the wonderful and vibrant environment of the university town of Uppsala.

The conference evaluation questionnaire was completed by 33% of the participants. The conference was very well received, with participants praising the high scientific quality, diverse and up-to-date topics, strong keynote speakers, networking opportunities and good overall organization.

Overall, the conference was a great success and we express our thanks to our sponsors and particularly the International Society for Pharmacoepidemiology, Uppsala University, the City of Uppsala, The Swedish Medical Products Agency and Uppsala Monitoring Centre for generous support.

On behalf of the scientific and organizing committees

Björn Wettermark
Chair
Local Organising Committee



Sabine Vogler
Chair
Scientific Committee



Indrė Trečiokienė
Co-Chair
Scientific Committee



Section 1 - CONFERENCE PREPARATION AND PARTICIPANT STATISTICS

Organising Committees

The Scientific Committee comprised of individuals from the EuroDURG Executive Board and key recognised leaders in drug utilisation research and drug policy in Europe.

The Local Organising Committee comprised individuals representing Uppsala University, The Swedish Medical Products Agency, Uppsala Monitoring Centre, The NEPI foundation and Karolinska Institutet. In addition, 14 student volunteers helped with the organization on-site. The core team met regularly through videoconferences over the 12 months prior to the conference. A face-to-face planning meetings took place, in Uppsala where the team selected the venue of the conference and social event spaces.

Organising committee Björn Wettermark, Uppsala University (Chair) Ulf Bergman, Karolinska Institute Elin Dahlén, NEPI foundation, Uppsala University Marie Ekenberg, Uppsala University Mohammadhossein Hajiebrahimi, Uppsala University Mikael Hoffman, NEPI foundation Nataliia Khanyk, Uppsala University Elin Kimland, Swedish Medical Products Agency Marmar Nekoro, Uppsala University, Swedish Medical Products Agency Anders Sundström, Uppsala Monitoring Centre, Uppsala University Johanna Villén, Uppsala University Student volunteers Hanna Engel • Alice Fors Prasanna Gunawardana • Adam Hallberg Johanna Laux • Isabella Mattsson Sebastian Månsson • Elise Nordenberg Lucas Sluijs • Olivia Steen Isabelle Sundell • Albin Tranberg Ivar Veszelei • Sigrid Welin	Scientific committee Sabine Vogler, Austrian National Public Health Institute (AT) (Chair) Indre Treciokiene, Vilnius University (LT) (Co-Chair) Ana Tomas Petrovic, University of Novi Sad (RS) Carla Torre, University of Lisbon (PT) Carlotta Lunghi, University of Bologna (IT) Elisabetta Poluzzi, University of Bologna (IT) Gabriel Sanfélix Gimeno, FISABIO (ES) Irene Langner, AOK Research Institute (WldO) (DE) Gaye Hafez, Altinbas University (TR) Irina Iaru, University of Medicine and Pharmacy Cluj-Napoca (RO) Katarina Gvozdanic, Teaching Institute of Public Health, Zagreb (HR) Katja Taxis, University of Groningen (NL) Laura Sahm, University College Cork (IE) Monique Elseviers, University of Antwerp (BE) Ramune Jacobsen, University of Copenhagen (DK) Ria Benko, University of Szeged (HU) Tanja Mueller, University of Strathclyde (GB) Tinne Dilles, University of Antwerp (BE) Verica Ivanovska, WHO and University of Stip (MK) Sean MacBride Stewart, NHS Scotland (GB)
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Local organizing committee and student volunteers



Scientific committee

Participation statistics

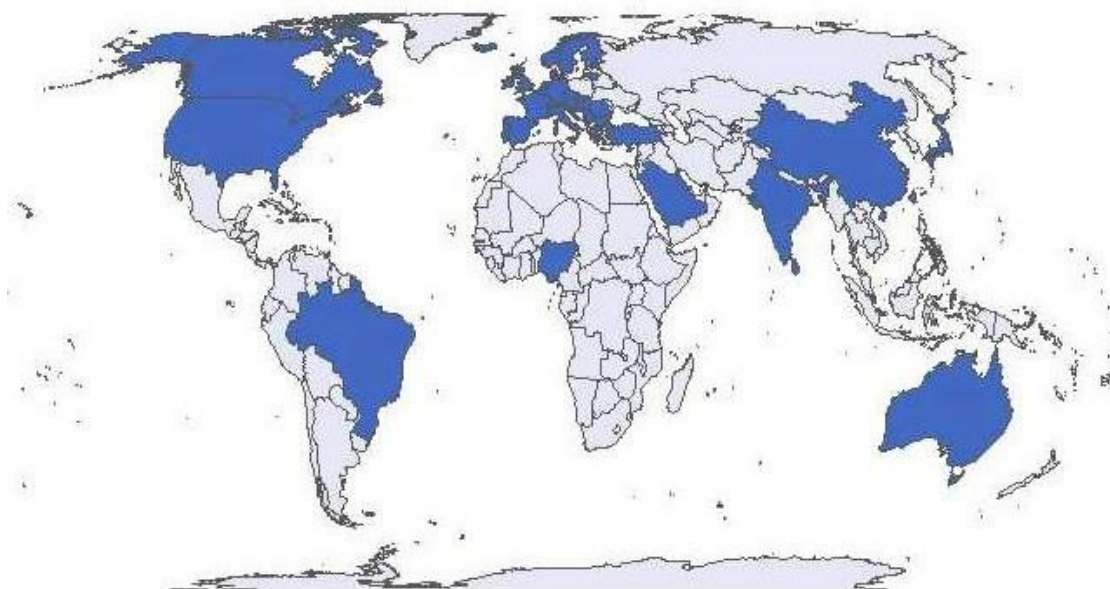
There were 343 registrations for the conference, including members of scientific committee, local organising committee and student volunteers. Participants came from 38 countries all over the world (see figure below) with Sweden, the Netherlands, United Kingdom, Germany and Hungary being the top-5-countries in terms of number of attendees. Delegates represented mainly academia and healthcare, but there were also attendees from national authorities, ministries and pharmaceutical companies.



EuroDURG Participation



© EuroGeographics for the administrative boundaries



Delegate Badge and Bag

A cotton bag containing a copy of the conference programme, flyers, a pen, sweets and a map of Uppsala were handed out to all delegates at registration. Delegates also had badges to wear throughout the duration of the conference.

Exhibition/Sponsorship

There were exhibitors from: ISPE, Uppsala Monitoring Centre, The Swedish Medical Product Agency, the City of Uppsala, WHO Collaboration Centres, the NEPI foundation and the Swedish Pharmaceutical Society. The exhibition consisted of tables in the foyer area where all catering breaks and lunch were served. This allowed total exposure for each exhibitor, and the length of the breaks also allowed ample time for delegates to visit each stand. All sponsors were displayed with roll-ups and there was also a poster presenting the Glasgow Declaration initiative.



Marketing/Promotion

Numerous communications were sent out throughout the year. These included the save the date announcement, information on abstract submission, registration, flyers, visuals and videos to promote program, speakers, and pre-conference educational and satellite sessions through more than 50 emails to the mailing list and regular posts on LinkedIn EuroDURG page. Hashtag #eurodurg2025 was introduced and promoted to stimulate participants in sharing their experiences at the conference, and more than 100 posts on LinkedIn used the hashtag during the conference. LinkedIn page grew to more than 1000 followers during the conference.

Electronic communications were distributed via the established EuroDURG network and the Conference website was updated regularly.

Abstracts

A total of 317 abstracts were received by the EuroDURG Scientific Committee, supported by an extended cohort of reviewers. Overall, 291 abstracts were finally accepted – 48 oral abstract presentations and 243 posters as digital posters with short oral pitches.

Section 2 - CONFERENCE PROGRAM

The EuroDURG 2025 scientific program (1–4 July, Uppsala, Sweden) offered a rich and interdisciplinary agenda focused on bridging data, policy, and patients in drug utilization research.

The main conference days were structured around plenary keynotes, thematic sessions, workshops, oral communications, and poster sessions. On 2 July, the Opening Plenary focused on informing drug policy decisions related to accessibility and equity in medicine use. The session featured welcome remarks from EuroDURG and ISPE leadership, followed by keynote lectures from Björn Eriksson (Director General, National Board of Health and Welfare, Sweden) on “Equal access to medicines in Europe – a reachable goal or a dream” and Eliana Barrenho (Health Economist, OECD) on “The role of evidence and data to support policy decisions – examples from OECD practice.”



Björn Eriksson, Director General, Sweden

Across subsequent thematic sessions, keynote speakers provided insights into core research areas. For example, in sessions on medication adherence and crisis preparedness, keynote lectures were delivered by Alexandra Leila Dima (Sant Joan de Déu Research Foundation, Spain) on medication adherence technologies and Saleh Aljadeeah (University of Antwerp, Belgium) on lessons from crisis-affected regions. In the “Quality use of medicines” session, Sharon Pflieger (NHS Highland and Robert Gordon University, UK) presented on quality prescribing practices. A mid-program keynote on evidence generation for new drugs using RWD included insights from Peter Mol (Medical Center Groningen, Netherlands), Benedikt Beer (Karolinska Institute, Sweden), and Geeske Grit (Dutch Institute for Clinical Auditing, Netherlands). Another keynote by Jenny Gentizon (University of Lausanne, Switzerland) explored medication literacy assessment in geriatric patients.

On 3 July, the theme of accessibility of medicines was examined with a keynote by Sabine Vogler (Austrian National Public Health Institute) on sustainable patient access and policy innovation. The session on AI in drug utilization research featured Morten Andersen (Copenhagen University, Denmark) speaking on AI-assisted pharmacoepidemiology and drug utilization research. The closing One Health plenary included keynote presentations from Susanna Sternberg-Lewerin (Swedish University of Agricultural Sciences) on interfaces across people, animals, and the environment and Michael Bertram (Swedish University of Agricultural Sciences) on the environmental impacts of pharmaceutical pollution, rounding out the program with a forward-looking perspective on DUR's role in global health challenges.

Alongside these keynotes, workshops and educational sessions were interwoven throughout the days, addressing methodological and practical topics such as cross-national comparisons, the DUR book as a teaching resource, health literacy, and emerging analytics. The program culminated in robust discussions and networking opportunities, fostering connections across regions and disciplines.



Program overview

EuroDURG2025 Uppsala: “Bridging Data, Policy & Patients in Drug Utilization Research” - Program at a glance (v10, 21/03/2025)

	TUESDAY, 1 JULY 2025			WEDNESDAY, 2 JULY 2025			THURSDAY, 3 JULY 2025			FRIDAY, 4 JULY 2025		
				SCIENTIFIC PROGRAM PART I			SCIENTIFIC PROGRAM PART III			SCIENTIFIC PROGRAM PART V		
09.00-10.30	Pre-conference SATELLITE PROGRAM (separate registration is required) Three parallel sessions: Real-world data to support regulatory decision-making with methodological examples from the More-EUROPA project			WELCOME PLENARY 1 Informing drug policy decisions in accessibility and equity in medicine use			T-KL6/OC4 Accessi- bility of medicines	T- KL7/OC5 Drugs & Environment	T-KL8/OC6 Methods in DUR	F-KL12/OC10 DUR in psychiatry and pain management	F-KL13/OC11 Digitalization and data- bases in DUR	F-KL14/OC12 DUR in pregnancy and paediatrics
10.30-11.00				Coffee break			Coffee break			Coffee break		
11.00-12.30	Improving drug utilization in practice at the ward (Uppsala University Hospital) Strategic challenges in management of cancer and Introduction of new cancer medicines (Uppsala University Hospital)			W-KL1/OC1 Adherence	W-KL2/OC2 Crisis prepared- ness	W-KL3/OC3 Quality use of medicines	T- KL9/OC7 Polyphar- macy	T-KL10/OC8 DUR and safety	T-KL11/OC9 DUR in cancer	PLENARY 3 One Health and DUR 12.30 Closing session		
12.30-13.30				Lunch ("Newcomer" session)			Lunch					
	EDUCATIONAL SESSIONS			SCIENTIFIC PROGRAM PART II			SCIENTIFIC PROGRAM PART IV					
13.30-14.15	14.00: Welcome to the educational sessions			W-KL4 EG for the introduction of new drugs using RWD		W-KL5 Health literacy and patient engagement	PLENARY 2 AI as aid and challenge			Legend ES educational session KL key lecture OC oral communication PSOC poster and short oral communications WS workshop EG evidence generation DUR(R) drug utilization (research) AI artificial intelligence RWD real-world data		
14.15-15.45	T-ES1 Introductio n to DUR	T-ES2 Qualitative/ quantitative mixed methods	T-ES3 Measuring medication adherence	W-PSOC1 Posters and short oral communications all Conference DUR topics		T-PSOC2 Posters and short oral communications all Conference DUR topics						
15.45-16.15	Coffee break			Coffee break			Coffee break					
16.15-17.45	T-ES4 Critical appraisal of statistics in DUR	T-ES5 Longitudinal DU studies	T-ES6 Environment al DUR	W-WS1 Cross- national comparisons	W-WS2 DUR book: use as research and educational assistant	W-WS3 Clinical Decision Support System for drugs	T-WS4 Global environment in DUR: challenges and progress in research in different regions		T-WS5 Communication between professionals and the public			
	18.00: Welcome reception			18.00: EuroDURG general assembly			19.00: EuroDURG party with dinner					

Legend

ES educational session
KL key lecture
OC oral communication
PSOC poster and short oral communications
WS workshop

EG evidence generation
DU(R) drug utilization (research)
AI artificial intelligence
RWD real-world data

Section 3 – SATELLITES AND SOCIAL PROGRAM

Pre-conference satellite program

The conference opened with pre-conference satellite sessions on 1 July, which included introductions to the European medicines regulatory network and the role of real-world data in regulatory science (More EUROPA), practical insights from clinical pharmacists at Uppsala University Hospital, and discussions on challenges related to cancer treatment management and the introduction of new cancer medicines. These sessions provided participants with early opportunities to engage with regulators, clinicians, and researchers before the main conference began.



Social program

The EuroDURG 2025 conference in Uppsala was not only a hub for scientific exchange but also a social gathering that brought together researchers from across Europe and beyond. The social program was a success, with high participation across all events and a particularly strong turnout at the Early Career Researcher meeting, which fostered new connections and collaborations among emerging scholars.

The week began with a warm and welcoming reception at the historic Uppsala University Hall, setting the tone for a friendly and collegial atmosphere throughout the conference. Attendees mingled over drinks and light refreshments, many reconnecting with colleagues and meeting new peers for the first time.

The second evening offered three parallel social activities, each well-attended. The Botanical Garden tour provided a fascinating look into pharmacognosy and medicinal plants. Simultaneously, the City Walk gave participants a chance to explore Uppsala's rich cultural heritage, guided by local experts through historic streets and landmarks. Due to many interested, the city tour was given in two groups in parallel. Most notably, the Early Career Meet and Greet drew a large and lively crowd, creating a welcoming space for young professionals to network, share experiences, and build lasting connections. The events were praised by the participants, who especially appreciated the variety and quality of the offerings.



The third evening was the elegant dinner and party at Uppsala Castle. The venue's grandeur, paired with festive attire and lively conversation, made for a memorable evening. Attendees embraced the opportunity to dress up and celebrate in style. The evening began with a relaxed mingling session accompanied by live jazz music. This created a warm and inviting atmosphere, encouraging guests to socialize after a full day of conference sessions. To start the dinner, a local choir performed a beautiful selection of Swedish songs. A three-course dinner was served in the grand hall, and speeches by representatives of Uppsala university and Uppsala City Council was held in between the communal singing. As the formal program concluded, a DJ took over the entertainment, transforming the castle into a lively dance floor. Attendees from all career stages joined in, dancing and celebrating late into the night.



Dinner at the caste



Uppsala-by-night

After concluding the conference some participants stayed and joined the Viking Experience Tour and Mead Tasting which offered a unique cultural immersion. Participants explored the ancient burial mounds of Old Uppsala, tried archery, and sampled traditional Viking snacks and mead. The event was both educational and entertaining, and many expressed appreciations for the chance to experience Swedish heritage firsthand.

In summary, the social program at EuroDURG 2025 greatly enriched the conference experience. It fostered community, encouraged interdisciplinary dialogue, and left participants with lasting memories of both scientific and social exchange.

Section 4 - CONFERENCE PARTICIPANT EVALUATION

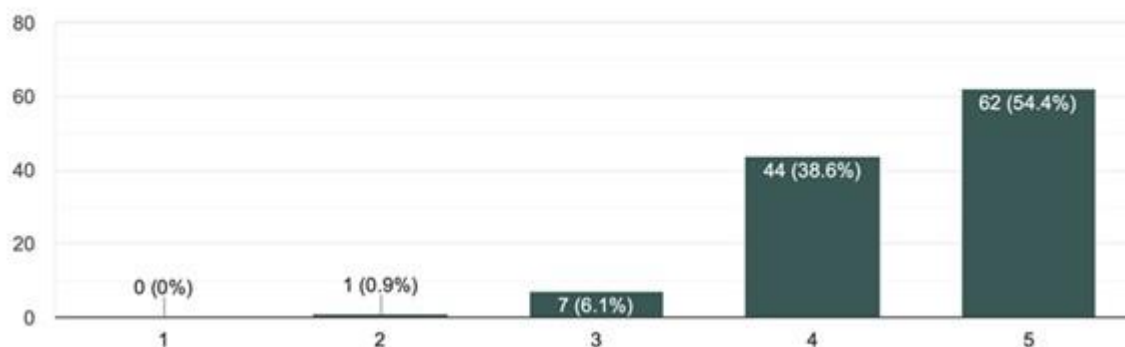
At the conclusion of the conference delegates were asked: “What are the topics you would like to discuss at the next conference”. A digital application, accessible through delegates’ phones, generated an instant Word Cloud at the meeting (see below).



After the conference link to online participant survey was disseminated through participants' emails. 114 participants (33%) responded to the survey.

Overall scientific content of the meeting

114 responses



Overall, the conference was very well received, with participants praising the high scientific quality, diverse and up-to-date topics, strong keynote speakers, and good overall organization. Sessions on regulatory perspectives (e.g. EMA), environmental aspects, polypharmacy, adherence, and methodological innovation were particularly appreciated. Networking opportunities, the venue, and social activities were also highlighted as major strengths.

The main recurring criticism concerned the digital poster format, especially the 2-minute presentation time, which many found too short, stressful, and difficult to follow, both for presenters and audiences. While the digital and sustainable concept was widely supported, respondents strongly suggested longer presentation times (3–5 minutes), clearer guidance on poster design (e.g. more graphical/less text), better thematic grouping, clearer logistics, and more time to move between sessions.

Educational workshops received mixed feedback. Some participants found them excellent and interactive, while others felt they were too short, poorly structured, overly chaotic, or not well suited for large or heterogeneous groups. Several respondents expressed a preference for more lecture-based sessions, clearer instructions, and differentiation by experience level, with more advanced methodological and statistical content.

Additional suggestions included improved time management by chairs, clearer communication before the conference, better room logistics, slightly longer poster and panel sessions, and continued focus on emerging topics such as AI, environmental sustainability, pharmacovigilance, patient perspectives, and advanced biostatistics.

In summary, the conference was seen as highly valuable and successful, with the strongest recommendation being to refine (not abandon) the digital poster and workshop formats to improve clarity, depth, and participant experience.

The collage consists of eight photographs from the European Drug Utilization Conference 2025. The top-left photo shows a large audience in a grand hall, with a Swedish flag visible. The top-right photo shows a speaker at a podium in a grand hall with a large dome. The middle-left photo shows a presentation slide titled 'European Drug Utilization Conference 2025' and 'Scottish Data Visualisation Tool', with a map of Scotland. The middle-right photo shows a presentation slide titled 'European Drug Utilization Conference 2025' and 'Medication Adherence in the European physicians, pharmacists and patients - A cross-sectional study'. The bottom-left photo shows a woman at a podium. The bottom-middle photo shows a woman at a podium. The bottom-right photo shows a woman at a podium. The bottom-most photo shows a woman at a podium.