



Toward Smarter Drug Regulation

The Case for Cross-Border Data Sharing

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Better outcome for patients in the era of tighter healthcare budgets.

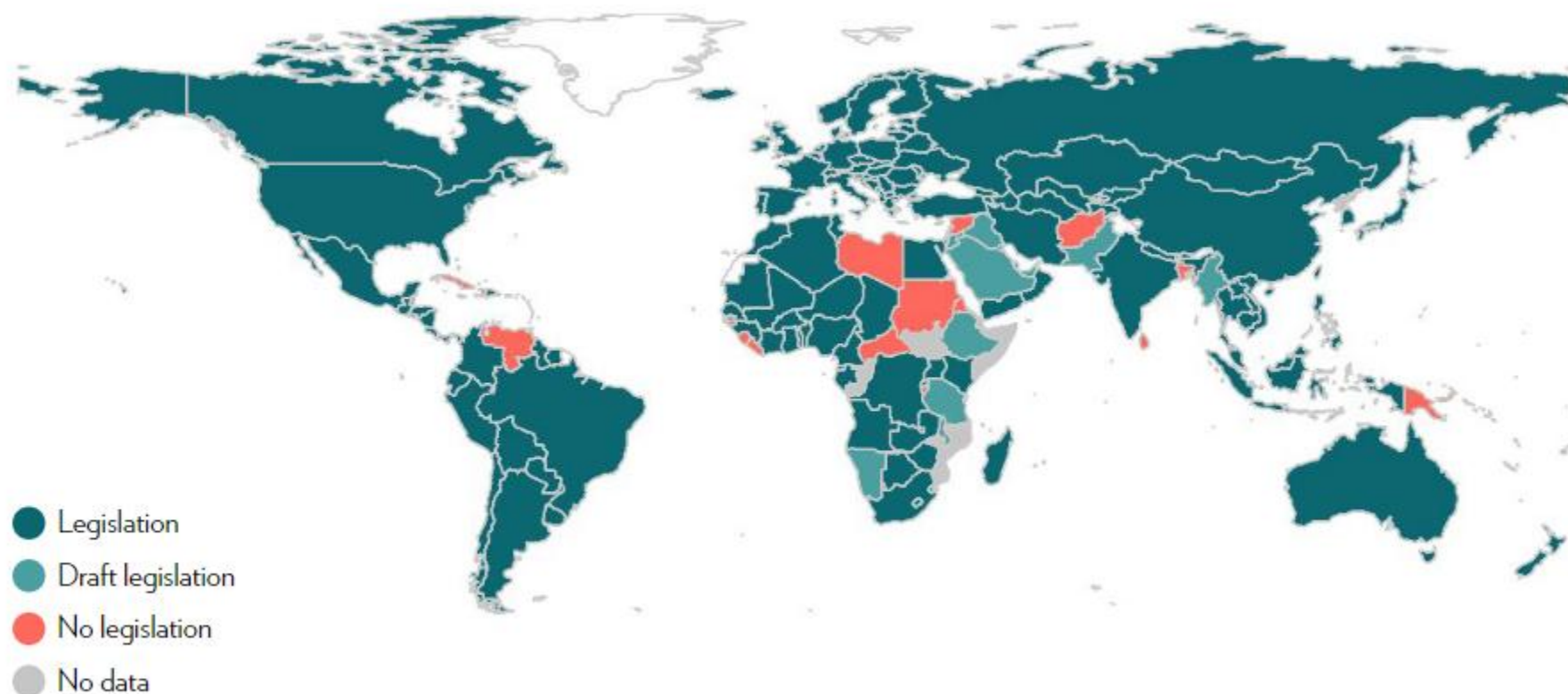
- Higher Effectiveness
- Broader Availability
- Respecting Budget Constraints

Affordable access to AI-ready Health Data is imperative and will further improve as regional approaches to data supplement purely national ones.

Legislation on Cross-Border Health Data Exchange



Figure 2. Data protection and privacy legislation worldwide



Source: UNCD, Data Protection and Privacy Legislation Worldwide (2021).
<https://unctad.org/page/data-protection-and-privacy-legislation-worldwide>

Source: [Himms.org](https://himms.org)

The In-transparent International Drug Market



The Truth Behind International Drug Pricing

<https://globalmarketingprofessor.com/the-truth-behind-international-drug-pricing/>

Heterogeneous National Systems

1. Complex negotiation structures
2. Ineffective price controls
3. Disincentives to keep cost low
4. Supply & Demand Volatility
5. Patent issues



GPs and pharmacists call for action on volatile drug costs as prescribing bill spirals

GPs and pharmacists have called for action to tackle volatile drug costs after a £500m surge in prescribing spending in 2023/24, with spending on some medications more than doubling.

by Nick Bostock



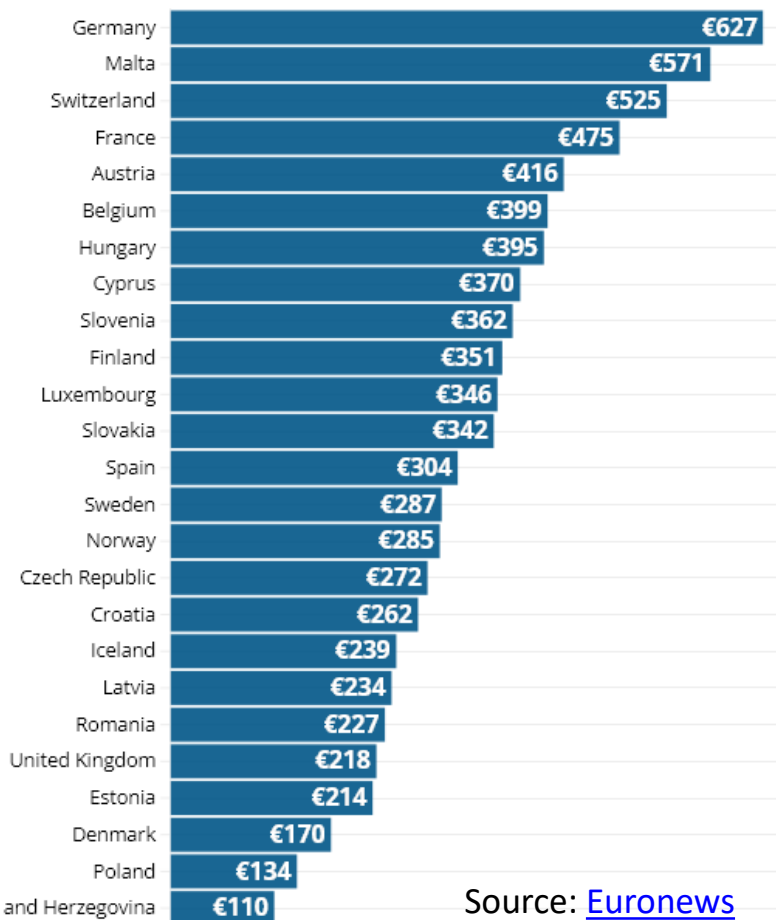
Source: [GPonline](#)

Spending on Drugs: Discrepancies across Europe



Prescription medicine costs across Europe

Annual spending per capita on retail drugs



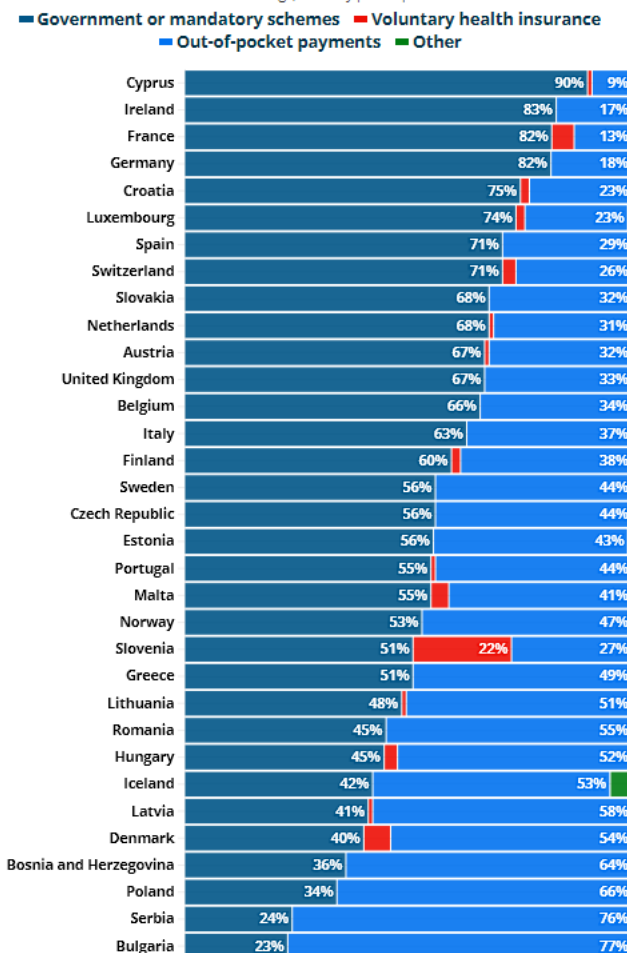
Source: [Euronews](https://www.euronews.com)

Source: [OECD's Health at a Glance: Europe 2024](https://www.oecd.org/health-at-a-glance/europe-2024/) • Data from 2022



How Europeans pay for medicines

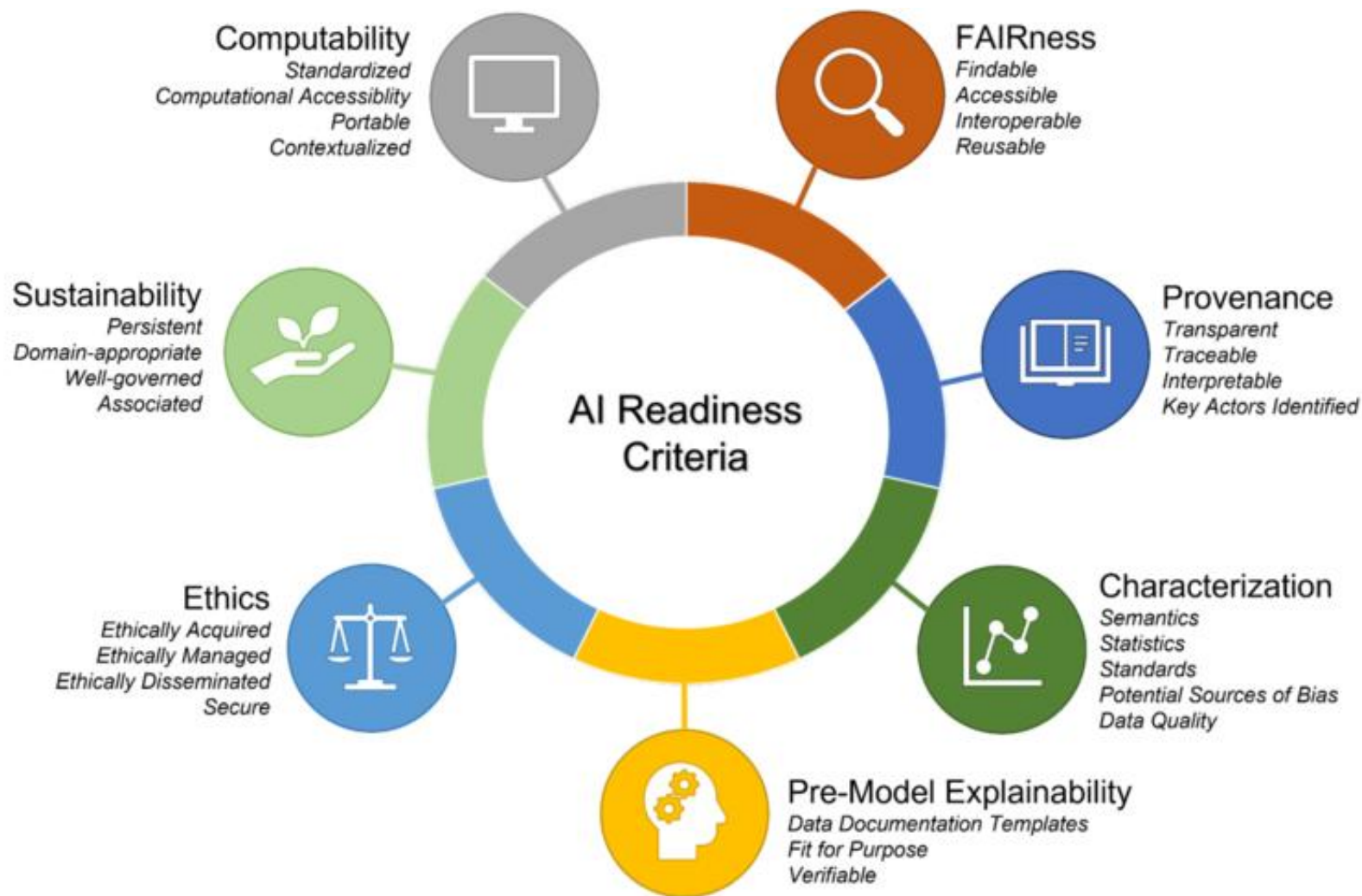
All retail drugs, not only prescriptions



Source: [OECD's Health at a Glance: Europe 2024](https://www.oecd.org/health-at-a-glance/europe-2024/) • Data from 2022



How to make Drug Data „AI-ready“



Source: [Researchgate.net](https://www.researchgate.net)

Lack of Real-World Data >> Go Synthetic ?!?



SYNTHETIC DATA IN HEALTHCARE

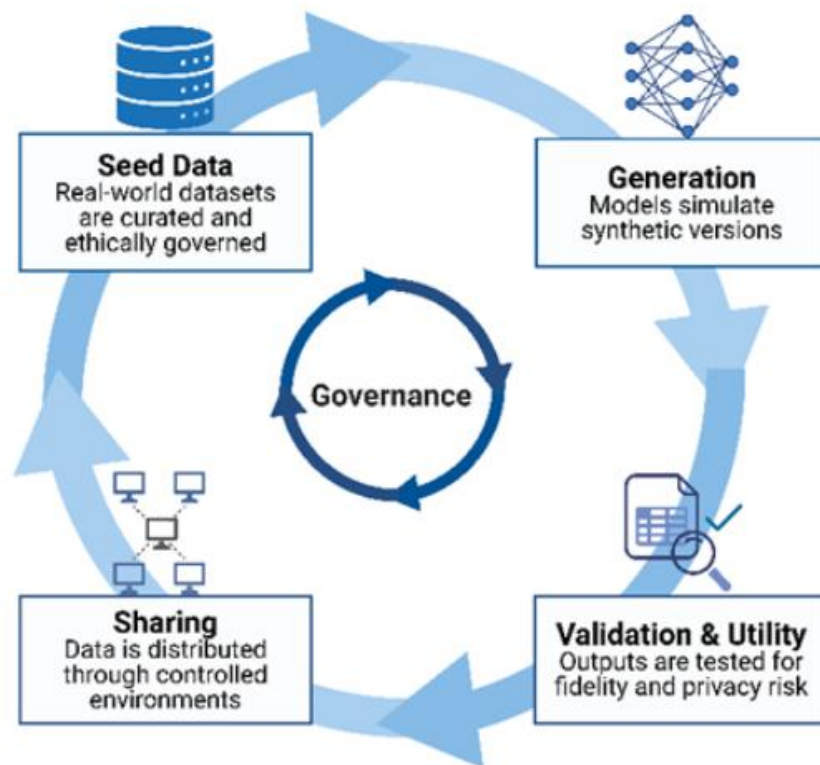


Figure 1. The Synthetic Data Lifecycle: From Ethical Sourcing to Responsible Reuse

Source: [Synthetic Data in Healthcare](#)

The Promise of Synthetic Data



SYNTHETIC DATA IN HEALTHCARE

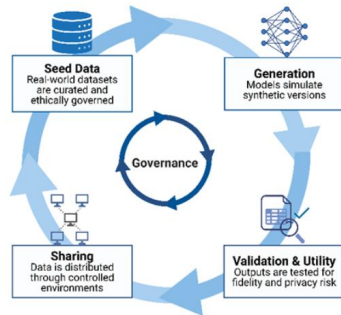


Figure 1. The Synthetic Data Lifecycle: From Ethical Sourcing to Responsible Reuse

From Gaps to Gains: Using Synthetic Data to Improve AI Fairness

High-performing healthcare AI requires large, diverse and representative datasets, something that real-world clinical data often fails to deliver. SD closes these gaps by augmenting datasets with rare conditions, catering for balanced class distributions and greater demographic variability.

Source: [Synthetic Data in Healthcare](#)

The Promise of Synthetic Data



SYNTHETIC DATA IN HEALTHCARE

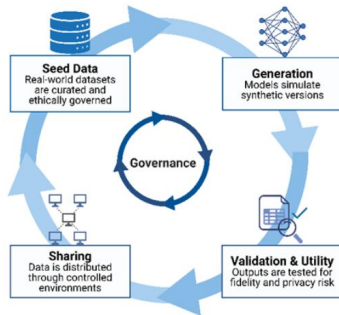


Figure 1. The Synthetic Data Lifecycle: From Ethical Sourcing to Responsible Reuse

Real-World Data is a Scarce Resource.
As AI requires Large Volumes of Data, Models
generate new Data from Real-World Data. But:
Synthetic Data is not the real Thing !

From Gaps to Gains: Using Synthetic Data to Improve AI Fairness

High-performing healthcare AI requires large, diverse and representative datasets, something that real-world clinical data often fails to deliver. SD closes these gaps by augmenting datasets with rare conditions, catering for balanced class distributions and greater demographic variability.

Source: [Synthetic Data in Healthcare](#)

MENA Cross-Border Data Exchange >> AI-ready Data at Scale

 (r)egistered data exchanges: sovereign, auditable and secure between parties enabled by their Service Providers (SPs)

DataVaccinator federated Data Ecosystems with unique benefits (60 patents)

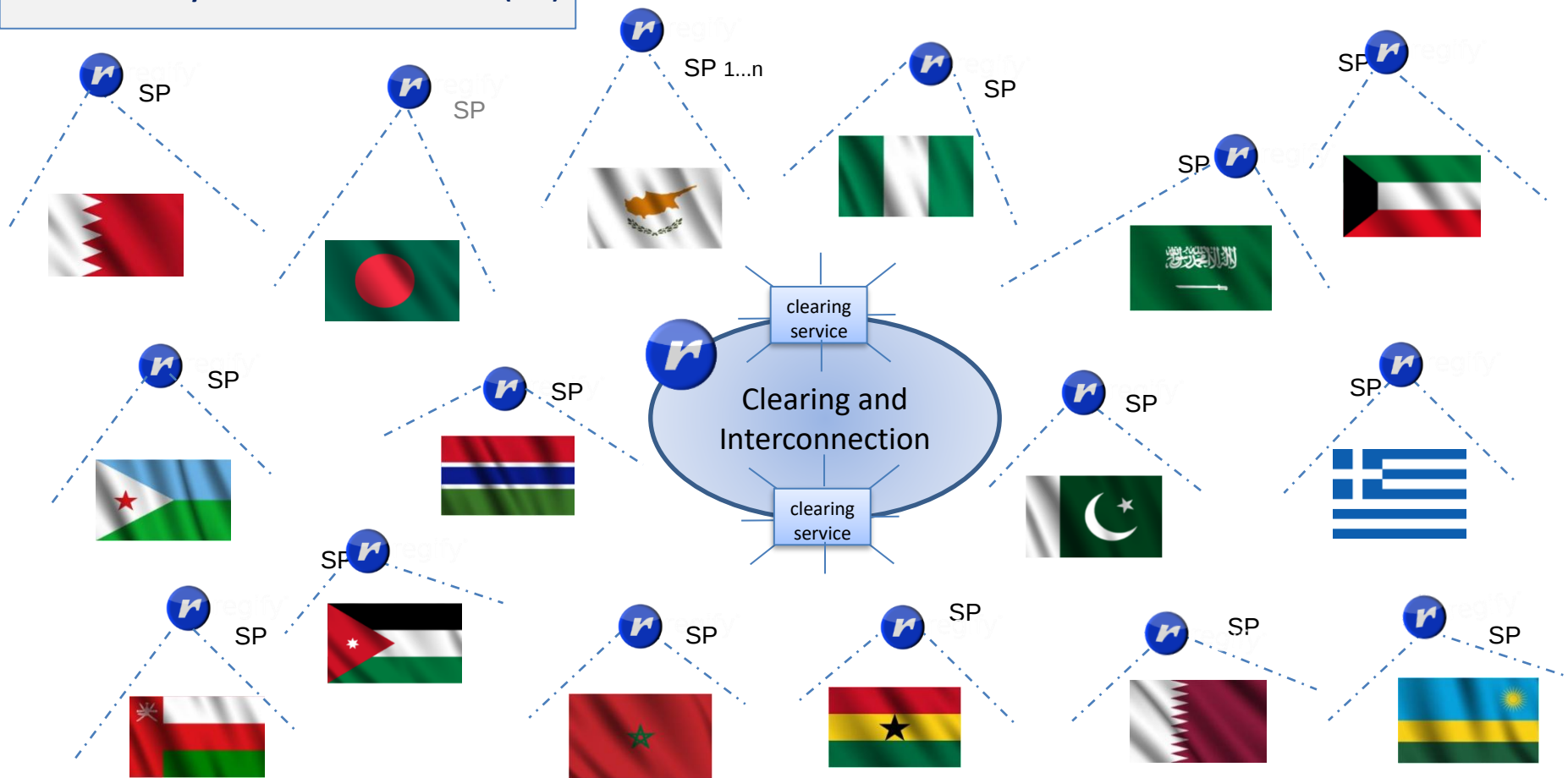


Fig.: DCO.org Sovereign Data Ecosystems with multiple service providers (SP: any data, any DC, any transport channel), connected via Clearing



MENA Drug Price Board

Search drugs by name or active ingredient

trade name, active ingredient or exact register number

I-PROFEN 400MG TABLET

Saudi Arabia

Cyprus

Country 3

Country 4

Trade Name: I-PROFEN 400MG TABLET

Scientific Name: IBUPROFEN

Marketing Company: KUWAIT SAUDI PHARMACEUTICAL INDUSTRIES

Marketing Country: Kuwait

Manufacturer: KUWAIT SAUDI PHARMACEUTICAL INDUSTRIES

Manufact. Country: Kuwait

Register N°: 2811246349

ATC Code: M01AE01

Pharmaceutical Form: Tablet

Package Types: Blister

Package Size: 30

Size: -

Size Unit: -

Distribute Area: Pharmacy

Description Code: 7000000647-400-100000073664

Date	Saudi Arabia	Cyprus	Country 3	Country 4
2024-12-01	\$2.68	\$2.67	\$2.71	\$2.68
2024-12-31	\$2.65	\$2.69	\$2.68	\$2.68
2025-01-30	\$2.71	\$2.67	\$2.72	\$2.68
2025-03-02	\$2.70	\$2.66	\$2.71	\$2.67
2025-03-29	\$2.69	\$2.66	\$2.71	\$2.65
2025-04-28	\$2.66	\$2.65	\$2.73	\$2.70
2025-05-30	\$2.70	\$2.66	\$2.68	\$2.66
2025-06-29	\$2.65	\$2.63	\$2.70	\$2.66
2025-07-29	\$2.67	\$2.68	\$2.69	\$2.66
2025-08-28	\$2.70	\$2.65	\$2.68	\$2.68
2025-09-28	\$2.67	\$2.65	\$2.69	\$2.70
2025-10-27	\$2.70	\$2.68	\$2.70	\$2.67

This data is for demonstration purpose only. No liability, no warranties.

Let's stay in touch.



Thank you.

slides at <https://datavaccinator.com/news.html>

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DataVaccinator (DV) powers Data Ecosystems. By “vaccinating data against abuse”, DV solutions protect sensitive data, enable secure collaboration and ensure Data Sovereignty in AI environments. DV products rely on its unique technologies (60 patents).

As partner in major initiatives, DV provides guidance on cyber security, governance, compliance, setup and operation of AI-ready data networks.

Background and Expertise:

- Deep Technical Know-how in secure Collaboration and Ecosystems
- Intellectual Property Rights (IPR): Assessment and Management
- Data Ecosystems: Healthcare in EU/MENA, Secure Supply Chains (WEF), Belt&Road (Asia), Logistics (Air, Sea, Road), Cyber Security (ASEAN)
- Belfer Security Center (Harvard, JFK), WEF Security Group