



# STRATEGY 2022-2026

## **Better use of data and new technology**



**We will strengthen the use of data and new technology to support professional assessments and efficient processes**

**We will upgrade our skills to support innovation in the life sciences ecosystem**

Technology is moving fast, and opportunities to use data expand constantly. In the life sciences ecosystem (encompassing businesses, authorities, the health service and universities), new technologies are put into use more and more frequently. It will affect our approval procedures and pharmacovigilance and market surveillance activities and thus impose new requirements on the regulatory framework and our role as an authority.

It is paramount that we are curious about the opportunities inherent in the use of data and new technologies and that we apply our high professionalism to turn threats from technological development in society into strengths for the Danish Medicines Agency. When we do, we must continue to balance the core activities of the Danish Medicines Agency because an innovative life sciences ecosystem is based on steady and competitive regulatory and administrative services .

We note that people in general and our professional users are ready and open to using new technological tools, e.g. self-service solutions. We will therefore exploit artificial intelligence, robotic technology and digital transformation to optimise and develop our processes and administrative review procedures. Process atomisation makes it possible to remove manual links in the administration and facilitates the administrative review for employees across the organisation. Whereas the possibilities are many, we regrettably do not have endless resources. We must therefore choose wisely and cost-consciously when we select the development targets for this area.

Potentials, possibilities and expectations from our surroundings are many. Ambitions must always be aligned with the regard for protecting the data of people and businesses as well as information security.