

## Development of SwAPP

In 1995, leading medical experts in the pharmaceutical industry recognised the need for high quality scientific training for professionals in pharmaceutical medicine.

To meet this challenge, representatives from several pharmaceutical companies founded the *Swiss Association of Pharmaceutical Professionals (SwAPP)* in the beginning of 1996.

The vision of *SwAPP* was to improve the quality of specialised training in pharmaceutical medicine, in order to ensure efficacious, safe and innovative drug therapies for patients.



In 1997, *SwAPP* split into the two societies *SwAPP* for life science specialists and physicians, and the *Swiss Society for Pharmaceutical Medicine (SGPM/ASPM)* exclusively for physicians. At the same time, *SGPM* created the specialist title in pharmaceutical medicine for physicians (*Facharzt in Pharmazeutischer Medizin FMH*). This was an important milestone, with Switzerland being the first country worldwide to implement this board-certified specialisation title to physicians. For life science specialists, the equivalent *SwAPP Diploma in Pharmaceutical Medicine* was established. *SwAPP* and *SGPM* were soon established partners in the Swiss health care system.

The first *Annual Symposium in Pharmaceutical Medicine* was held in Berne in November 1995. It quickly became a well established educational and networking event for professionals in pharmaceutical medicine. This joint symposium of *SwAPP* and *SGPM* has since been held every year, and celebrated its 20<sup>th</sup> anniversary in 2015.

Devoted to high-quality professional training, *SwAPP* developed and implemented a GCP eLearning tool for online GCP training and certification. The tool was later out-licensed to another dedicated non-profit organisation (TRREE), which offers free access to the tool. *SwAPP* also developed an educational certification program, including a *SwAPP Diploma in Pharmaceutical Medicine* and other specialised diplomas.

As of 2008, *SwAPP* initiated a new annual educational event, the *Experts Exchange Expertise (ExEx)*. The *ExEx* is a combination of plenary sessions, panel discussions and workshops, focusing on hands-on expertise in clinical research, regulatory affairs and medical devices. The topics are highlighted from different viewpoints with expert speakers from private companies, academia, ethical committees and from the Swiss competent authorities.

*SwAPP* maintains a dynamic and informative webpage ([www.swapp.ch](http://www.swapp.ch)), with various features that support networking and career planning for its members.

In order to reach young professionals, *SwAPP* participates regularly in the annual Life Science Day in Zurich as well as in the Life Science Career Day in Lausanne. *SwAPP* is a member of the International Federation of Associations of Pharmaceutical Physicians and Pharmaceutical Medicine (IFAPP).