

# E-labeling Pilot Project Update

## *Indonesia Case Study*

---

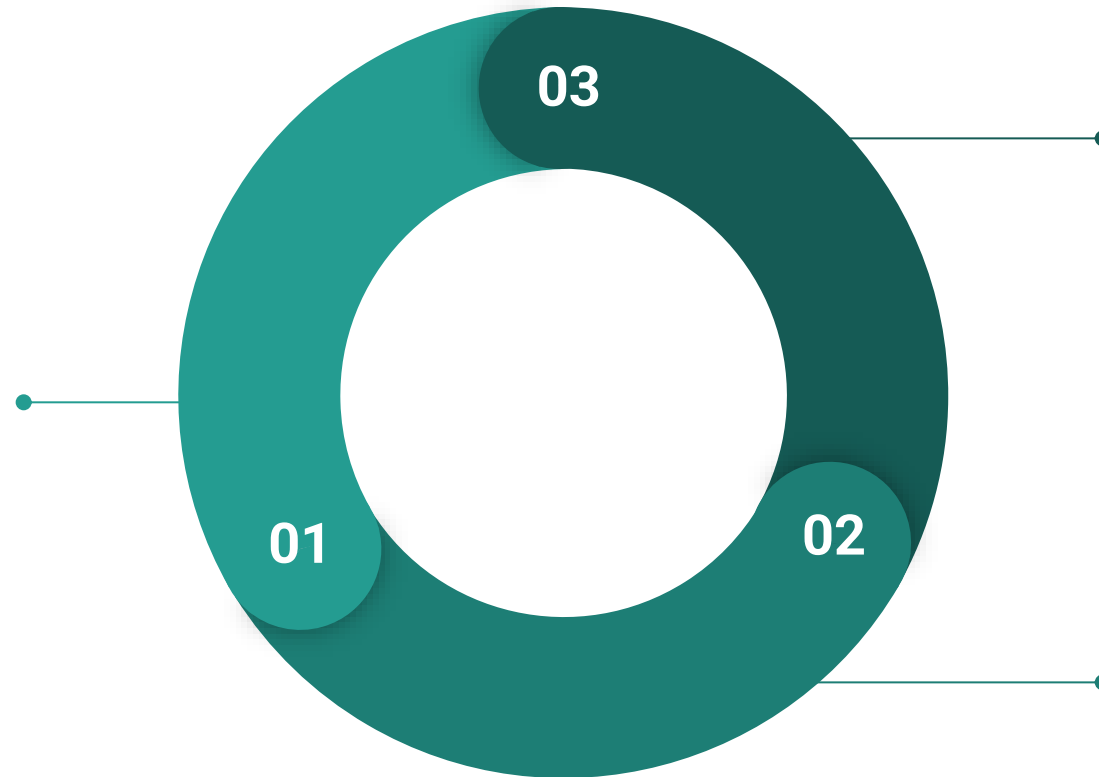
15th Asia Partnership Conference of Pharmaceutical Associations  
(APAC)

Tokyo, Japan | April 21, 2026

Erlina Widianty Pratiwi, S.Farm., Apt.  
Indonesian Food and Drug Authority (BPOM)

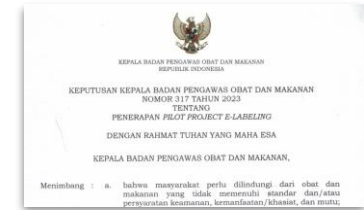
## e-Labeling in Indonesia

e-labeling can be accessed through reading two-dimensional barcodes (2D Barcodes) in accordance with the Indonesian FDA Regulations regarding the implementation of 2D barcodes on medicinal product packaging scanned using apps (BPOM Mobile)



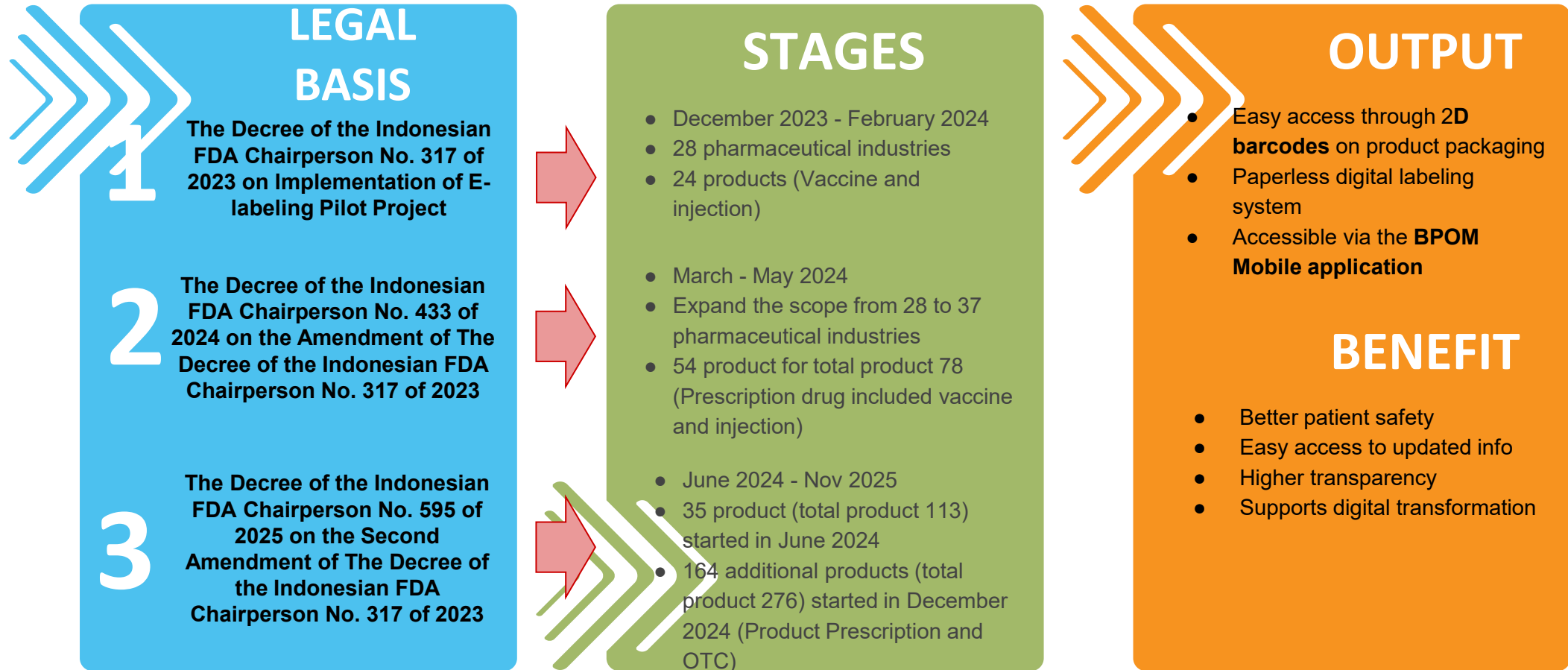
## e-Labeling Pilot Project

The Indonesian FDA extended the implementation of e-labeling through an e-labeling pilot project



## e-Labeling first Initiative

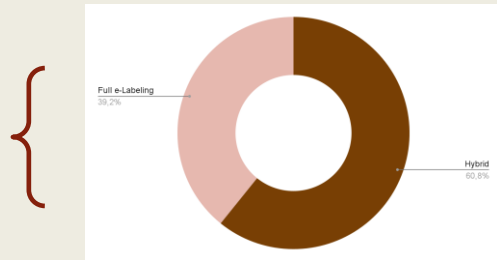
During the COVID-19 pandemic, Indonesia implemented e-labeling for COVID-19 vaccines that had received Emergency Use Authorization (EUA). The information was published by BPOM based on risk assessments and scientific data provided by companies



# E-Labeling Pilot Project Evaluation

Evaluation of the e-labeling pilot project in the Third phase, Period of June 2024- Nov 2025

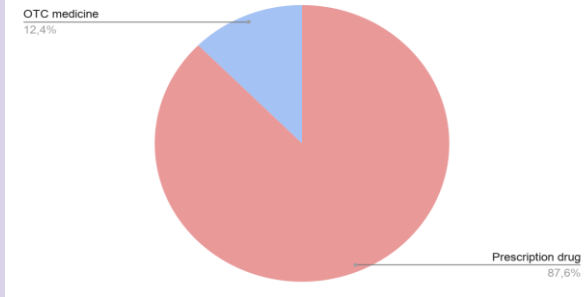
**99,6%** products have implemented e-Labeling



Among the products implementing e-labeling:

- 39.2% fully implemented
- 60.8% hybrid implementation

Breakdown of Drug Classification in e-Labeling Pilot Project



Prescription medicines : 87.6%  
OTC medicines : 12.4%

**91.3%** have been used and accessed by users, consisting:

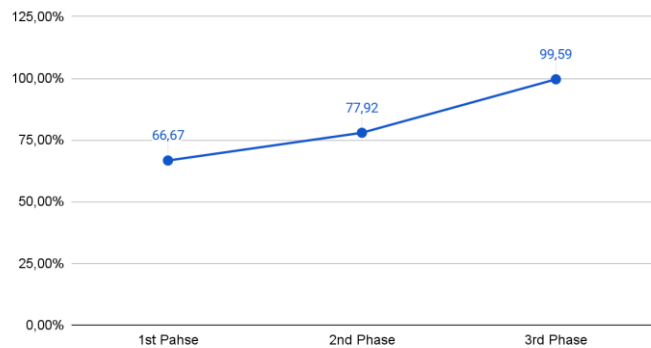


65.03% accessed by public

34.97% accessed by healthcare professional

## E-Labeling Pilot Project Progress (December 2023 – November 2025)

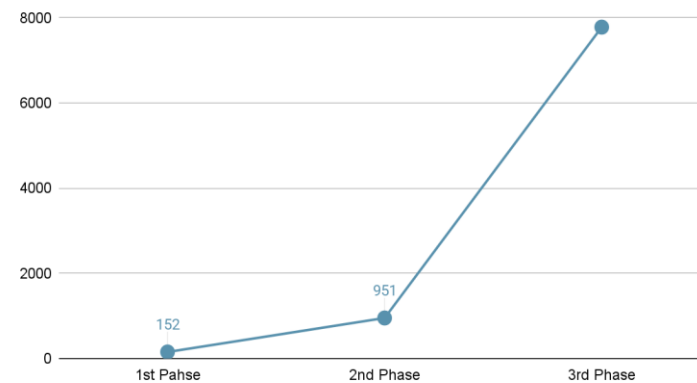
e-Labeling Implementation Progress



e-Labeling implementation among pilot participants shows a strong upward trend:

- Phase I: 66.67%
- Phase II: 77.92%
- Phase III: 99.59%

e-Labeling Utilization Progress



**e-Labeling Utilization Trend**

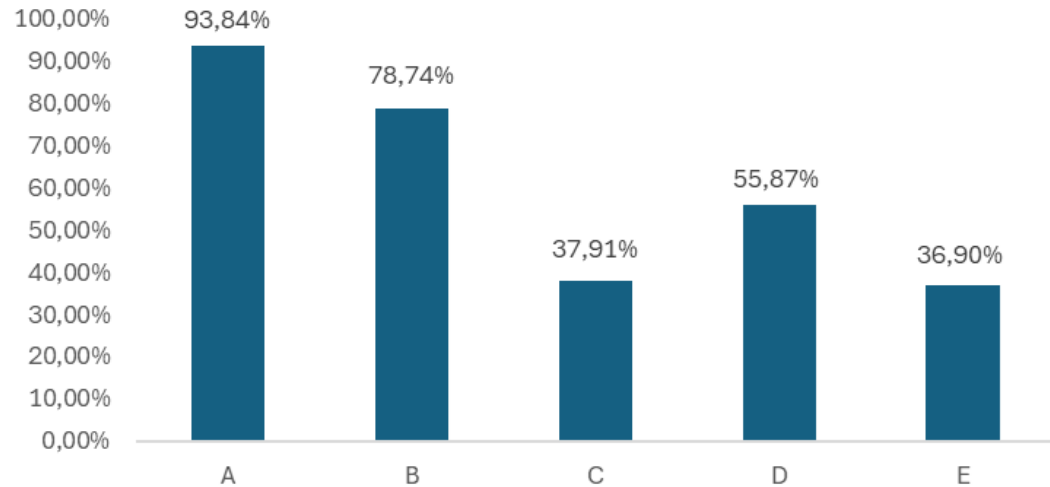
- Phase I: 152 accesses
- Phase II: 951 accesses
- Phase III: 7,784 accesses

# E-Labeling Pilot Project Survey



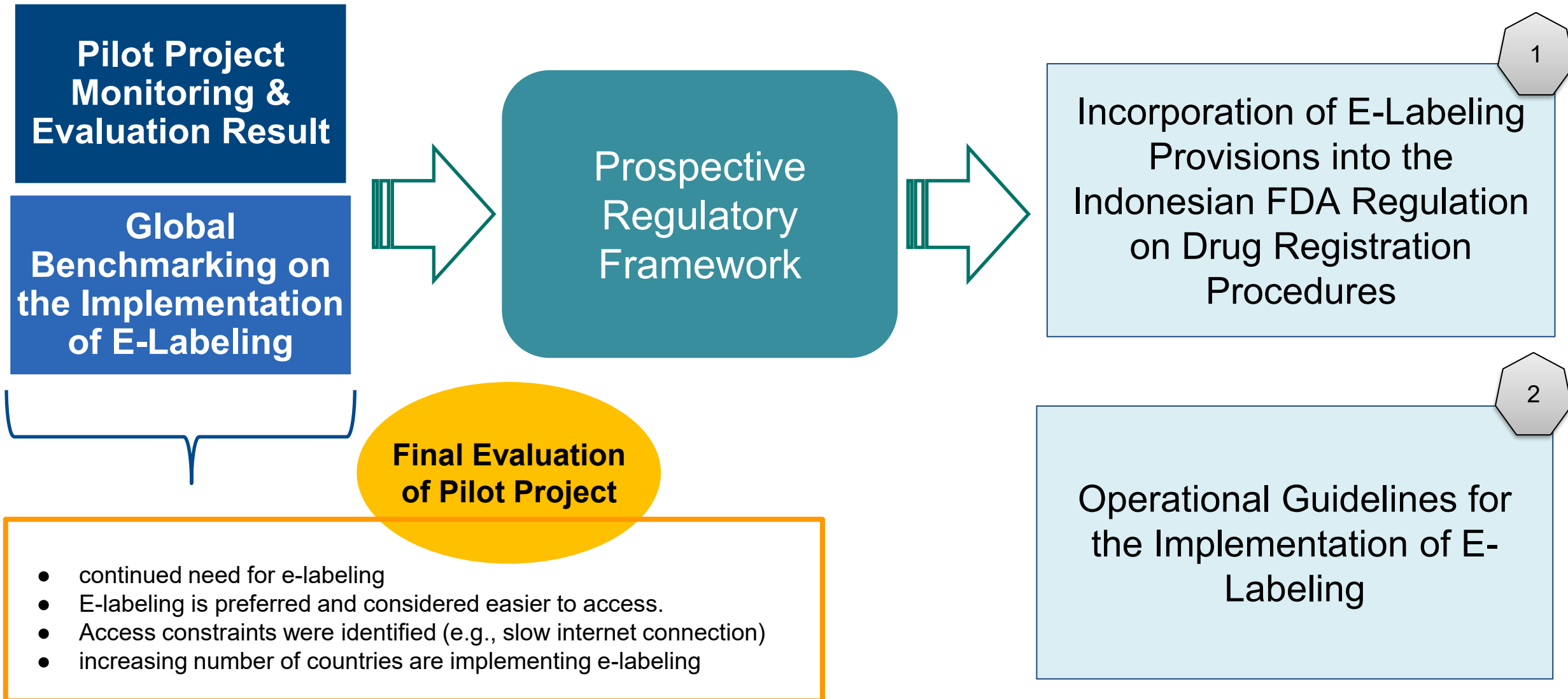
**4.872** respondents, consist of:  
1.841 healthcare professionals  
3.031 patients

## Survey Results of The E-labeling Pilot Project's Implementation



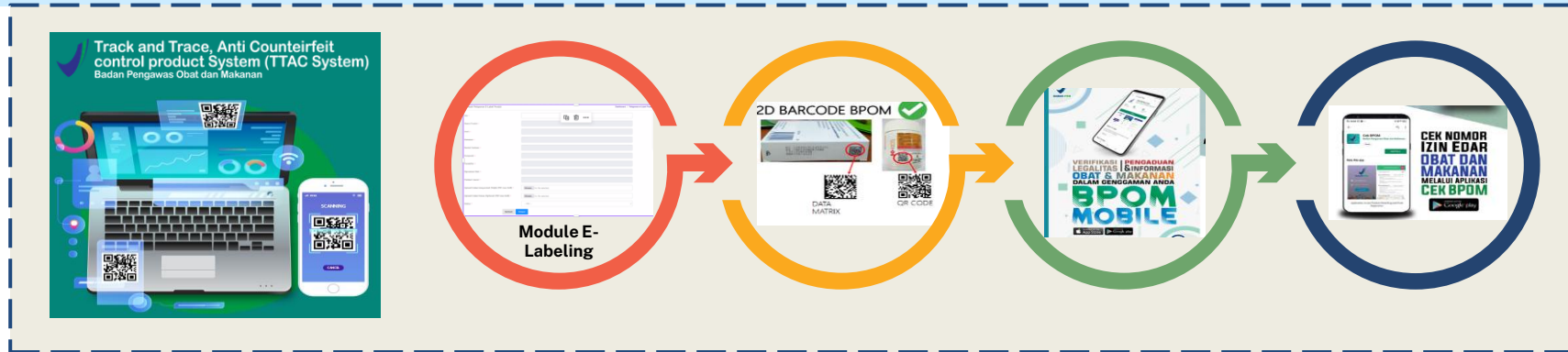
## Survey results of the e-labeling pilot project's Implementation

- A. 93,84% of respondents agree that access to e-labeling is easier than printed product information.
- B. 78,74% of respondents prefer e-labeling over printed product information.
- C. 37,91% of respondents have experienced problems accessing e-labeling.
- D. 55,87% of respondents still prefer product information to be provided in a hybrid format (available both through e-labeling and in printed form).
- E. 36,90% of respondents still need education, mostly the patients.



# FHIR Development Roadmap for e-Labeling Implementation

**NOW**



**GOAL**



**2025**

The pharmaceutical industry uploads the latest product information that has been approved by the Indonesian FDA (PDF format) through track and trace application (ttac.pom.go.id). Product information will be contained as one of the entities in the two-dimensional barcodes (2D Barcode)

## THE FIRST PHASE

The first phase involves defining the e-labeling data requirements in accordance with the FHIR format and ensuring that the required data is already available within the drug registration application

**CURRENTLY**

## THE SECOND PHASE

The second phase focuses on enhancing the registration application by adjusting the e-labeling data input to align with the FHIR format, as well as preparing Application Programming Interface (APIs) to support integration and facilitate data transfer to the BPOM Mobile application

## THE THIRD PHASE

The third phase involves developing the BPOM Mobile application by adjusting the data flow from the drug registration application and refining the user interface to **properly display e-labeling data in the FHIR format**

Indonesia targeted the FHIR standard as the common electronic for e-labeling implementation in the next **3 to 5 years (2029/2030)**



1. BPOM e-labeling pilot project shows strong results, high user acceptance, and supports a hybrid approach.
1. Key challenges include 2D barcode implementation, application performance and access, and all stakeholders commitment.
1. BPOM is strengthening regulations to ensure sustainable nationwide implementation.

# THANK YOU



bpom\_ri



halobpom@pom.go.id



bpom.official



Badan POM RI



@BPOM\_RI



081.191.81.533



081.21.9999.533



www.pom.go.id