

STATEMENT

79th session of the World Health Assembly (WHA79): Harmonization of regulatory approaches, governance, and standards for data, digital health, and artificial intelligence in the health sector

23 MAY 2026, GENEVA – Noting the previous work on digital health transformation, AI, and data governance, and the first WHO global strategy, IFPMA believes new health technologies have the potential to benefit all stages of R&D.

While public health surveillance and patient outcomes can be further strengthened by AI-enhanced insights and digital health, ensuring patient trust in ethical and secure use of these technologies to support innovation is paramount. Well-defined frameworks for leveraging robust data are critical to support data-driven healthcare.

IFPMA strongly believes the complexity of this topic will necessitate a meaningfully collaborative and complementary approach. Different stakeholders, including the innovative pharmaceutical industry, should be consulted on work related to data, digital health, and AI. As work on the development of the 2028-2033 WHO strategy begins, we look forward to constructively contributing our unique expertise to this process.