

Claudia Rijcken

Claudia is the founder of *pharmi*, a start-up focused on developing digital pharmaceutical care solutions to improve patient self-management and knowledge about adequate drug use. She also is lead-author of the book “Pharmaceutical Care in Digital Revolution” (Elsevier, 2019).

Prior to moving into a digital health entrepreneurship role, she served until mid 2018 as Region Europe Digital Innovation & Performance director for Novartis, a company where she worked for more than 10 years in different managing (inter)national roles, including clinical trial management and market access.

Claudia has an educational background as a pharmacist with an executive MBA and PhD in Pharmacoepidemiology and started her career for about 7 years as a community pharmacist.