

**ESOP abstract. Workshop – Pharmaceutical consultations, which evolution?
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The landscape of pharmaceutical consultations is evolving rapidly with the integration of digital health technologies, particularly mobile applications (Apps). This presentation will explore how these advancements enhance patient monitoring, especially for oncology and hematology patients.

We will introduce the types of consultations received through these apps, highlighting the most common queries and concerns addressed by pharmacists. Data suggests a significant increase in the use of apps for managing medication adherence, monitoring side effects, and providing real-time support to patients undergoing complex treatments.

The discussion will cover the demographic trends of app users. The presentation will also touch upon the specific needs of oncology and hematology patients, such as managing chemotherapy side effects, that are being met through these platforms.

Furthermore, we will examine the benefits and challenges associated with the use of apps in pharmaceutical care, including improved patient outcomes, increased accessibility to professional advice, and potential barriers such as digital literacy and data security.

Join us in understanding how pharmaceutical consultations are being transformed and the future directions of patient care in the digital age.