

Action Plan for Promoting Rational Medication Use among Older Adults (2026–2030)

China – NHC General Office of the National Health Commission

Main information

Scope of Application:

Disseminate rational drug use knowledge, improve the capacity to provide pharmaceutical care for the elderly, enhance the level of rational drug use among the elderly

Effective Date:

July 2nd, 2026

Related Provisions:

- Healthy China Action (2019–2030)
- 15th Five-Year Plan

Pharm.east.

Key Topics

Framework

- The Action Plan is organized around four pillars: (1) broadly implementing medication education for the elderly; (2) optimizing pharmaceutical care services; (3) improving the capacity for geriatric pharmaceutical services; and (4) carrying out public welfare activities on rational drug use.
- Implementation Authorities: The Action is led by the Department of Aging Health of the National Health Commission, with collaborative implementation by **Beijing Hospital (National Center for Geriatric Medicine)**, which is responsible for developing promotional materials, formulating service standards, organizing training, and conducting evaluations.

What's new

- **Integration of Home-Based Pharmaceutical Care into Family Doctor Services:** The Notice explicitly encourages incorporating home-based pharmaceutical care into family doctor contract services, enabling pharmacists at primary health institutions to provide medication management services directly to elderly patients at home.
- **"One-Stop" Long-Term Prescription Services:** For elderly patients with multiple conditions who meet the assessment criteria, medical institutions may provide "one-stop" long-term prescription services in departments such as general internal medicine, geriatrics, and general practice, reducing the need for frequent return visits.

Sensitive Factors

- Prevent Misleading practices about food supplements: Public education initiatives shall be carried out for elderly community residents, including lectures and outreach activities on medication safety, assessment of polypharmacy risks, medication list organization and management, and the **identification of false or misleading claims concerning health supplements** and related products.

Drivers

- Opportunities for Digital Health and AI Solutions: The **explicit encouragement to apply AI technologies** such as intelligent medication assistants and online consultation platforms creates opportunities for digital health companies to develop and market AI-powered medication management solutions targeted at elderly patients and their caregivers
- Need for Patient Education and Medication Adherence Support: The Action's emphasis on medication education and the provision of rational drug use core information (including proper storage, timing, and administration of drugs) presents an opportunity for pharmaceutical companies to **develop patient-friendly educational materials**, medication tracking tools, and adherence programs aligned with the eight-core messages.