Professor Eyal Schwartzberg, RPh, PhD, MRPharmS

Professor Schwartzberg is the founder and Chief Scientific Officer at Apowiser Ltd., a digital health startup company that developed Apowiser OTC & VMS, two novel online self-care platform assisting consumers in the process of self-care/treatment with over-the-counter (OTC) medications and vitamins, minerals and other supplements (VMS), respectively. Apowsier OTC guides consumers, quickly, effectively, and safely to the most suitable treatment option when they are searching for an over-the-counter medication and other products for their ailment. Apowiser VMS, assist and guide consumers, to identify possible nutrient deficiencies due to contributing factors, and suitable information about VMS and their purchasing. Apowiser’s platforms are implemented successfully in Super-Pharm’s, Israel’s largest pharmacy chain, e-commerce marketplace and website as well as in Maccabi Pharm, Maccabi Health Care Services the second largest HMO in Israel with more than 2.5 members, Pharmacy Chain.

Eyal is a pharmacist with more than 20 years comprehensive experience in academic, managerial, and professional activities, and he has published many academic manuscripts. He is a professor of pharmacy practice, specializing in clinical pharmacy & regulatory management. He lectures in Ben Gurion University & Long Island University schools of Pharmacy. Eyal is the deputy director of Ben Gurion School of Pharmacy, additionally he is the Chairman of the Pharmaceutical Society of Israel. From 2012 to 2018 he served as Israel’s Chief Pharmacist and the Head of Pharmaceutical & Enforcement Divisions in the MOH. He was responsible for setting up legislations and policies as well as regulating the pharmaceutical industry and the pharmacy profession. He also served as VP of R&D and Innovation at Sourasky Medical Center in Tel Aviv (Ichilov). He is also a graduate of the first cohort of Israel's civil service "Digital leaders" program and led many digital projects in the ministry of health with the aim of improving patient care. Professor Schwartzberg is also a member of the 8400, The Health Network.