Connecting the smart consumer

Advance programme

54TH AESGP ANNUAL MEETING

5 – 7 June 2018,
NH Grand Hotel Krasnapolsky
Amsterdam, The Netherlands.
BACKGROUND

The AESGP Annual Meeting has for decades been the most significant and best attended meeting of the consumer healthcare industry. It brings together more than 300 delegates from relevant partner organizations and the industry. Major trends for the sector are elaborated with leading experts in the field. In addition, the AESGP Annual Meeting is a unique occasion to meet colleagues from the industry and relevant organizations in the commercial and political environment.

OBJECTIVES OF THE MEETING

Significant changes are happening in the self-care environment. E-commerce is gaining in importance and has reached in some European countries a considerable market share. This has implications for everybody involved. Equally important are the developments in the digital space and how to best position self-care in the social media environment, taking into account related AESGP guidelines. Furthermore, the impact of artificial intelligence is getting more and more visible. Implications on consumer health are worth being analyzed.

Real progress in the development of self-care can only be made through a collaborative approach on the national level. The conference will expose best practices in stakeholder interaction, including cooperation models with medical doctors and pharmacists. Particular attention will be paid to the value of switching medicinal products from prescription to non-prescription status and how this may be facilitated.

The conference will also provide an update on the implementation of the new medical device regulation. Insight will be given into the state of the process related to Brexit and the implications for the functioning of the marketing authorization / registration and pharmacovigilance systems for non-prescription medicines. Particular attention will be paid to the role of brands and their importance for citizens.

A distinguished range of experts will finally make sure that participants get a good understanding of the global trends affecting self-care.

WHO SHOULD ATTEND?

The meeting is highly recommended to all executives in the consumer health industry (General Manager, marketing, sales, business development, regulatory, research and development, external and governmental affairs) and to all other parties interested in the topic of self-care.
TUESDAY, 5 JUNE 2018

From 18.15 to 18.45
Departure of boats near the back entrance of the Hotel Krasnapolsky to the Rijksmuseum

From 19.00 to 19.45
OPENING EVENING IN THE RIJKSMUSEUM
(Museumstraat 1, 1071 XX Amsterdam)
Welcome by
◆ Dirk Groen, President Neprofarm, the Dutch OTC association, and
◆ Birgit Schuhbauer, President AESGP
followed by buffet dinner and possibility to visit parts of the exposition

From 21.30
Return by bus to the Hotel Krasnapolsky
WEDNESDAY, 6 JUNE 2018

08.30 WELCOME COFFEE

09.00 to 10.30 SESSION 1: Sustainable Healthcare Systems and the Role of Self-care

The financing of healthcare systems is a major challenge all over the world. Self-care can make an important contribution to ensure stability and sustainability of these systems. New scientific studies quantify the economic and social value of self-care products and make a strong case for a more proactive self-care policy.

This includes recognition of the value of non-prescription cough and cold medicines fight against antimicrobial resistance.

Moderator: Cathy Smith, former BBC presenter and correspondent, and Founder, Speak-Easy Communications

◆ Birgit Schuhbauer, AESGP President
◆ Filipe Froes, Member of the Committee of the Ministry of Health for national guidelines on antimicrobial resistance, prevention and control infection, Portugal
◆ Brian McNamara, Chief Executive Officer, GSK Consumer Healthcare and Chair, World Self-Medication Industry (WSMI)

10.30 to 11.00 COFFEE BREAK / NETWORKING

11.00 to 12.30 SESSION 2: The Changing OTC Market Place

The distribution system of OTC products is going through dramatic changes mainly due to the increasing importance of e-commerce. This goes hand in hand with the growing interest of citizens in online sales. From the industry side, there is interest of companies all kind of to be successful in the self-care market, which is an indicator for its attractiveness. The session will give an overview on the changing landscape.

◆ Heather Bresch, CEO, Mylan
◆ Matthew Oster, Industry Manager - Consumer Health, Euromonitor International
◆ James Dudley, James Dudley Management
◆ Alan Main, Executive Vice-President, Sanofi Consumer Healthcare
SESSION 3: Switch: A Growth Driver?

Bringing medicines from prescription to non-prescription status is a major element of innovation and citizen empowerment. Availability without prescription of product categories, e.g. in the area of stomach-related complaints, is of high importance from a public health perspective. However, commercial success is far from evident.

The session will look at recent switches from prescription to non-prescription status, both at a European and national level. These case studies will be complemented by a new methodology to identify switch candidates in particular in smaller countries, which only on first sight are less attractive.

◆ Michelle Riddalls, Regulatory Affairs Director, Pfizer Consumer Healthcare, United Kingdom
◆ Stefan Walk, Head of Marketing and Sales OTC, Hexal
◆ Uwe May, Researcher, May and Bauer, Germany

SESSION 4: New Perspectives and Research in Self-Care

The future of self-care depends to a large extent on an adequate political framework and a proactive policy supporting citizen empowerment and health literacy. Healthcare professionals play an important role in this context. The session will explain concrete ways to strengthen the role of self-care in healthcare systems and will outline initiatives for a stronger involvement of medical doctors and community pharmacists. This will take into account the results of new studies related to consumer attitudes and behaviours.

◆ Maurizio Chirieleison, President ASSOSALUTE, the Italian OTC association, General Manager Consumer Healthcare, Angelini Farmaceutici, Italy
◆ Traugott Ullrich, Vice-President BAH, the German Medicines Manufacturers Association, Schwabe Pharmaceuticals, Germany
◆ Nick Vettas, Foundation for Economic and Industrial Research, Greece
08.30  WELCOME COFFEE

09.00 to 10.30  SESSION 5: Digital Revolution - The Impact on Consumer Health

The Council conclusions of 8 December 2017 on Health in the Digital Society recognize the possibilities of the digital society to enable people to better understand and manage their own health with easier access to information and digital tools.

The session will discuss how these policy orientations can be put into reality, taking into account options available from the technical side, but also the legal restrictions in place. Changes needed in the legal and regulatory framework will be discussed.

◆ Ain Aaviksoo, Deputy Secretary General for E-Services and Innovation, Ministry of Social Affairs, Republic of Estonia
◆ Mark Speichert, Chief Digital Officer, GSK Consumer Health
◆ Julia Powles, Researcher in Law and Computer Science, University of Cambridge

10.30 to 11.00  COFFEE BREAK / NETWORKING

11.00 to 12.30  SESSION 6: Artificial Intelligence: A Game Changer?

The impact of artificial intelligence is getting more and more visible in everybody’s daily life. The session will look into the implications for the consumer health industry and will identify concrete ways of applications and interactions with citizens.

◆ Karl Pall, Director Brand Solutions, Google
◆ Lisa Latts, Deputy Chief Health Officer, IBM Watson Health
◆ Erin Kelly, CEO, Advanced Symbolics

THURSDAY, 7 JUNE 2018
Consumer health products are heavily regulated. While the importance of a proportionate legal and regulatory framework is well recognized, the concrete ways for making progress are less evident.

The session will provide an update on initiatives like the Regulatory Optimization Group, but also on the envisaged new Multi-Stakeholder Scientific Advice for non-prescription medicines. Particular attention will be paid to the implications of the new medical device regulation and the contributions of AESGP in this context.

The final session of the conference will look into the long-term perspectives and discuss in particular the importance of brands for gaining and keeping trust in consumer health products.

**SESSION 7: Consumer Health Products Regulation: An Update**

**SESSION 8: Future Perspectives**

**INVITATION TO THE 55TH AESGP ANNUAL MEETING**

4 – 6 JUNE 2019 IN GENEVA

**CLOSING DINNER IN THE WINTER GARDEN OF THE HOTEL KRASNAPOLSKY**
CONFERENCE VENUE

NH Grand Hotel Krasnapolsky
Dam 9 - 1012 JS Amsterdam
The Netherlands

GETTING THERE

There are different ways to get to the hotel from Schiphol Airport:
- by train: departs every 5 minutes for Amsterdam Centraal (cost: € 4.20)
- by taxi (30 min; cost: around € 60)
- by aerobus shuttle (Schiphol Shuttle)

Amsterdam Central Station is at a 12 minutes walk from the hotel.

Tram lines 1, 2, 5, 13 or 17 go from Amsterdam Central to Dam Square, where the Hotel Krasnapolsky is located.

Closest metro station: Amsterdam Centraal

HOTEL ROOM RATES

Superior room: € 240
Premium room: € 340

Rates are inclusive of breakfast and VAT, as well as Service Charge.

It is recommended to make reservations before 30 April 2018. Afterwards rates and availability cannot be guaranteed. Reservations can be made through www.aesgp.eu/54

Questions about accommodation booking can be addressed to Sabine Zuijderhoudt:
Mail: s.zuijderhoudt@nh-hotels.com
Phone: +31.20.554 9812

REGISTRATION FEES

Conference participants: € 1350
The fee includes participation at the conference, luncheons, coffee breaks and evening events on 5 and 7 June 2018.
Accompanying family members: € 300
This fee entitles participation at the evening events on 5 and 7 June 2018.

REGISTRATION

The registration form for the meeting is available at www.aesgp.eu/54. Participants are encouraged to register by 15 May 2018. For cancellations received after 15 May 2018, the whole fee is withheld.

CONFERENCE SECRETARIAT

For all questions on participation and registration, please contact AESGP:
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More information available - www.aesgp.eu/54