

High level **conference** on the **future of medicines**

30 November & 1 December 2020 | **Digital**



.B.A.H German Medicines
Manufacturers' Association

The event is part of the associated programme of the German Federal Ministry of Health in the framework of the German Presidency of the Council of the EU 2020.

Organized in cooperation with the Heads of EU Medicines Agencies (HMA) and the Association of the European Self-Medication Industry (AESGP).

The event will take place digitally.

Simultaneous translation will be provided in English/German for all sessions.

Participation is possible upon invitation free of charge; registration prior to the event is mandatory.

Further details can be found under www.bah-bonn.de/en/topics/german-eu-council-presidency.

Background and objective of the meeting

The Corona-Pandemia brought unexpected challenges to the European health care systems. It changed everybody's life and has important implications on the agenda of the German EU Council Presidency in the second part of 2020.

The conference will address the learnings made during the course of this year and will discuss political conclusions for the pharmaceutical sector. It will also look into what is required to ensure access and availability of the prescription medicines and selfcare products we need in the future.

30 November 2020

17.30 – 19.00

Opening session

Margaritis Schinas

Vice-President of the European Commission
for Promoting our European Way of Life

Dr Peter Liese

Member of the European Parliament

Prof Dr Klaus Cichutek

President, Paul-Ehrlich Institute (PEI), Germany

Prof Dr Karl Broich

President, Federal Institute for Medicines and
Medical Devices (BfArM), Germany

Birgit Schuhbauer

President, Association of the
European Selfmedication Industry (AESGP)

Jörg Wieczorek

Chairman of the Board of the German Medicines
Manufacturers' Association (BAH)

Moderator: Katrin Neumann

Journalist, RTL and ntv

1 December 2020

9.00 – 10.30

Availability of medicines – How to cope with medicine shortages

The Corona-Pandemia has aggravated some challenges in the supply of medicines. By that the issue of medicine shortages has become one of the most discussed topics even in the general public. This session will identify ways to cope with the situation, at short term and at long term.

Prof Dr Karl Broich

President, German Institute for Medicines and Medical Devices (BfArM)

Dr Andrzej Rys

Director for health systems, medical products and innovation, European Commission

Emer Cooke

Executive Director, European Medicines Agency (EMA)

Stefanie Stoff-Ahnis

Member of the Board, National Association of Statutory Health Insurance Funds

Thomas Müller

Director General, German Health Ministry (BMG)

Moderator: Dr Hubertus Cranz

Director General, German Medicines Manufacturers' Association (BAH)

Track I on prescription medicines

11.00 – 12.30

How to best evaluate new medicines / the contribution of real world evidence

Data generated after the issuing of a marketing authorization is nowadays recognized as an important source of information for the assessment of a medicinal product. But when to carry out such studies and how to judge the value of new data is not clarified yet. Equally the role of the pharmaceutical industry in the given context is still much debated.

Prof Josef Hecken | Chair, Federal Joint Committee, Germany

Tino Sorge | Member of the German Parliament

Hugo Hurts | Executive Director, Medicines Evaluation Board, the Netherlands

Olga Solomon | Health and Food Safety Directorate General, Head of Unit B5, Medicines: policy, authorisation and monitoring, European Commission

Philipp Huwe | Vice Chairman of the Board of the German Medicines Manufacturers' Association (BAH)

Moderator: Katrin Neumann
Journalist, RTL and ntv

Track II on self-care products

11.00 – 12.30

Switch to non-prescription status: Is more harmonization possible?

Switching medicines from prescription to non-prescription status is an important way to enlarge citizens' possibilities to treat themselves. Over the last years a wide range of safe medicines became available without a mandatory medical prescription. This had positive effects both on public health and the financing of the statutory health care systems. While this development is a European and even global phenomenon the procedures involved and the attitude of assessors differ. Consequently, the availability of nonprescription medicines is different even within the European Union. The session will discuss possible solutions.

Christa Wirthumer-Hoche | Head of the Austrian Medicines and Medical Devices Agency & Chair of the Management Board of the European Medicines Agency (EMA)

Oliver Freichel | Corporate Vice President BD and Strategy, Sanofi Consumer Health Care

Ilaria Passarani | Secretary General, Pharmaceutical Group of the European Union (PGEU)

Martin Huber | Chair, CMDh Non-Prescription Medicinal Product Task Force

Moderator: Dr Elmar Kroth | Managing Director Scientific Affairs, German Medicines Manufacturers' Association (BAH)

Track I on prescription medicines

13.30 – 15.00

Access and availability of vaccines

The Corona-Pandemia demonstrates the importance of vaccination. However the developments of vaccines is complex and the provision of sufficient quantities of vaccines a widely discussed challenge. The session will show ways of efficient cooperation between stakeholders and what can be improved in the future. Particular attention will be paid to the expectations of the patients.

Prof Dr Klaus Cichutek | President, Paul-Ehrlich Institute (PEI), Germany

Thomas Benkert | President, Bavarian Chamber of Pharmacists and Vicepresident, Federal Chamber of Pharmacists

Dr Sibylle Steiner | Head of Services Management, Federal Association for Statutory Health Insurance Physicians (KBV)

Johannes Inama-Sternegg | Member of the Executive Committee of GSK and Head of the Vaccines Division at GSK Pharma Germany

Moderator: Dr Elmar Kroth | Managing Director Scientific Affairs, German Medicines Manufacturers' Association (BAH)

Track II on self-care products

13.30 – 15.00

Finding a good balance for consumer health products between the status of medicines, food and medical devices

Selfcare products are primarily in the categories of non-prescription medicines, food supplements and self-care medical devices. This session will give an overview on the challenges for both regulators and industry in the given context. It will discuss ways for establishing a system which allows better predictability and planning.

Dr Sabine Jülicher | Director, Food and Feed Safety Innovation, European Commission

Prof Werner Knöss | Head of Division, Licensing, Complementary and Alternative Medicines and Traditional Medicines, Federal Institute for Drugs and Medical Devices (BfArM), Germany

Christine Eising | Head Regulatory Affairs for Europe, Middle East and Africa, Bayer Consumer Care

Maud Perrudin | Deputy Director General, Association of the European Selfmedication Industry (AESGP)

Moderator: Dr Hubertus Cranz | Director General, German Medicines Manufacturers' Association (BAH)

Track I on prescription medicines

15.30 – 17.00

How digitalisation improves the provision of innovative medicines

One of the priorities of the German EU Council Presidency is better use of digitalisation in health care. This has also implications on the development, authorisation and efficient use of medicines. The session will discuss the likely impact of important ongoing initiatives.

Prof Jörg Debatin | Chairman, innovation hub, German Ministry of Health

Zaïde Frias | Chief Digital Officer - Digital Business Transformation Task Force, European Medicines Agency

Dr Thomas Senderovitz | Director General, Danish Medicines Agency

Dr Hermann Kortland | Deputy Director General, German Medicines Manufacturers' Association (BAH)

Moderator: Benjamin Rohrer | Editor, Pharmazeutische Zeitung

Track II on self-care products

15.30 – 17.00

How to build a positive self-care climate?

To fully realize the potential of selfcare for public health more political efforts are needed. This session will expose best practices and define policy expectations.

Heiko Schipper | Chair, Global Self-Care Federation

Prof Lilian M. Azzopardi | Professor of Pharmacy, University of Malta, President of the European Association of Faculties of Pharmacy

Dr Rui Santos Ivo | President, Infarmed, Portugal

Jurate Svarcaite | Director General, Association of the European Selfmedication Industry (AESGP)

Moderator: Katrin Neumann
Journalist, RTL and ntv

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