

48<sup>th</sup> AESGP Annual Meeting

# SELF-CARE A WINNING SOLUTION

Villa Ephrussi de Rothschild

**6-8 JUNE 2012**

**Nice, France**  
Hôtel Le Méridien



ASSOCIATION OF THE EUROPEAN  
SELF-MEDICATION INDUSTRY

## Objectives of the Meeting

Self-care has time and again proven to be a winning solution, both for consumers as it empowers them to maintain or improve their health status and for health professionals educating and fostering a relationship of trust with their patients. Leading to a more efficient utilisation of resources and more innovation in the provision of care, self-care has also proven a winning solution for healthcare systems and society as a whole.

Supporting self-care practices for nearly half a century, AESGP will at its 48th Annual Meeting examine how consumers' needs have changed and evolved over the past years and how industry, regulators and policy makers can better serve these needs.

The 48<sup>th</sup> AESGP Annual Meeting will bring together stakeholders and strategic analysts to discuss how to activate the potential of self-care to improve public health, increase the efficiency in the organisation of healthcare systems and yield significant social and economic benefits. The role health professionals can play to maximise these benefits and mitigate risks will also be covered.

Representatives of consumer and patient organisations will address the impact of responsible self-care on our daily lives. They will exchange specific considerations regarding access to safe and effective self-care products, the provision of high-quality information and the need for education when practising self-care.



Whether the political environment corresponds to the needs of consumers will also be dealt with at the conference. Key political figures and regulators will discuss the need for smarter regulation in order to ensure an open and free market for self-care products. Perspectives will be provided for the legislative and regulatory framework for non-prescription medicines, food supplements and self-care medical devices.

Moreover industry's key role in promoting innovation with self-care will be presented and factors fostering innovation analysed. Industry's interaction with other stakeholders will be examined in the context of cultivating a corporate environment of social responsibility.

In short, the conference will provide a unique forum for exchanging ideas and experiences. In addition to the business programme, there will be ample opportunity for networking and informal discussions with representatives from government authorities, health professions, academia and industry.

# Programme

## Wednesday, 6 June 2012

12.00	Buffet lunch for all participants <i>Ruhl Plage</i> (Beach restaurant of the <i>Hôtel Le Méridien</i> )
14.00	<b>OPENING OF THE CONFERENCE</b> <b>Hans REGENAUER</b> , AESGP President
14.15	<b>ACHIEVING SUCCESS WITH RESPONSIBLE SELF-CARE</b> <i>Strategic analysts will evaluate the effectiveness and impact of traditional industry practices and make suggestions for strategy design in the future. The session speakers will discuss how to drive performance in the consumer healthcare sector.</i> <b>Moderator: Andrew JACK</b> , Financial Times <ul style="list-style-type: none"> <li>• <b>High performance in consumer health</b> <b>Michael BRÜCKNER</b>, Managing Partner, Accenture</li> <li>• <b>Hurdles and drivers for global consumer brands</b> <b>Rolf FRICKER</b>, Partner, Booz &amp; Company</li> <li>• <b>Pharma 2020: Challenging business models</b> <b>Martin SCHLOH</b>, Partner, PricewaterhouseCoopers</li> <li>• <b>The rising tide of OTC in Europe</b> <b>Andy TISMAN</b>, Senior Principal, IMS</li> </ul>
15.45	Coffee/Tea Break
16.15	<b>CHALLENGES AND OPPORTUNITIES FOR INDUSTRY</b> <i>Industry leaders will provide a company perspective on the challenges and considerations concerning the development and implementation of winning self-care strategies.</i> <b>Panel Discussion with Industry Leaders</b> <ul style="list-style-type: none"> <li>• <b>Briain DE BUILTEIR</b>, CEO, PGT Healthcare (P&amp;G/Teva Joint Venture)</li> <li>• <b>Bridgette HELLER</b>, President, Merck Consumer Care</li> <li>• <b>Erica MANN</b>, President, Bayer Consumer Care</li> <li>• <b>Cavan REDMOND</b>, Group President, Animal Health, Consumer Healthcare and Corporate Strategy, Pfizer</li> <li>• <b>Vincent WARNERY</b>, Vice President, Consumer Healthcare and Global Development, Sanofi</li> </ul>
18.00	End of the session
18.45	Buses depart for the Opening event at the <b>Villa Ephrussi de Rothschild</b> , St Jean Cap Ferrat
<i>From 22.00 onwards Buses return to Nice</i>	

## Thursday, 7 June 2012

09.00	<p><b>HOW TO ACTIVATE THE SELF-CARE POTENTIAL</b></p> <p><i>A presentation of case studies will show how the self-care potential may be activated. The case studies will provide the opportunity to showcase the importance of informing and educating consumers about the practice of self-care and open a discussion on what should in this context be pursued.</i></p> <p><b>Chair: Pascal BROSSARD</b>, President, AFIPA</p> <ul style="list-style-type: none"><li>• <b>Activating self-care in the United Kingdom</b> <b>Simon FRADD</b>, Chairman, Concordia Health, United Kingdom</li><li>• <b>Activating self-care in Italy</b> <b>Stefano BROVELLI</b>, President, ANIFA, Italy</li><li>• <b>The Dutch advertising control system</b> <b>Janine GALJAARD</b>, Director of the advertising control body for OTC products, food supplements and self-care medical devices (Keuring-sraad KOAG/KAG), the Netherlands</li><li>• <b>The World Self-Medication Day</b> <b>Zhenyu GUO</b>, Chair, World Self-Medication Industry (WSMI)</li></ul>
10.30	Coffee/Tea Break
11.00	<p><b>OPTIMISING HEALTHCARE SERVICES</b></p> <p><i>What is the place of self-care in the overall healthcare environment and what role can it play in the efforts to increase efficiency? Speakers will focus on the economic aspect of self-care and examine how to measure its economic impact on healthcare systems and national economies. Moreover, case studies will be presented from countries where the economic benefits are shared between the insurance funds and consumers, and the potential for wider implementation of this model will be discussed.</i></p> <p><b>Chair: Joerg OHLE</b>, AESGP Vice-President, Head of Region Europe, Bayer Consumer Care</p> <ul style="list-style-type: none"><li>• <b>Economic outcomes of self-care practices</b> <b>Uwe MAY</b>, Fresenius University of Applied Sciences, Germany</li><li>• <b>Switches in France : Economic, social and public health benefits</b> <b>Alain BAUMELOU</b>, Hôpital de la Pitié Salpêtrière, France <b>Antoine BON</b>, Vice-President, AFIPA, France</li><li>• <b>Tax deduction for self-care expenses</b> <b>Scott MELVILLE</b>, President, Consumer Healthcare Products Association (CHPA), United States</li><li>• <b>Health Insurances providing a self-medication budget</b> <b>Urs HARTMANN</b>, Member of the Board, BAH, Germany</li></ul>
12.30	Lunch



14.00	<p><b>HEALTH PROFESSIONALS AT THE HELM OF CHANGE FOR SELF-CARE</b></p> <p><i>The role of health professionals in guiding and supporting consumers to practise responsible self-care is of the highest importance. Pharmacists and medical doctors provide their views on the drivers and barriers with which they are faced in their efforts to promote responsible self-care.</i></p> <p><b>Chair: Hans REGENAUER</b>, AESGP President</p> <ul style="list-style-type: none"> <li>• <b>The commitment of pharmacists</b> <b>Isabelle ADENOT</b>, President, Pharmaceutical Group of the European Union (PGEU)</li> <li>• <b>Getting the right training in place</b> <b>Bart ROMBAUT</b>, President, European Association of Faculties of Pharmacy (EAFP)</li> <li>• <b>The key role of the General Practitioner</b> <b>Birgit BEGER</b>, Secretary General, Standing Committee of European Doctors (CPME)</li> </ul>
15.30	Coffee/Tea Break
16.00	<p><b>EVALUATING THE IMPACT OF RESPONSIBLE SELF-CARE</b></p> <p><i>Patient and consumer organisation representatives will discuss how to ensure the practice of responsible self-care and its impact on consumers, patients and health insurance funds. Key considerations and bottlenecks as well as elements requiring special attention will be covered.</i></p> <ul style="list-style-type: none"> <li>• <b>Ian BANKS</b>, European Patients' Forum (EPF)</li> <li>• <b>Ilaria PASSARANI</b>, Health Senior Policy Officer, European Consumer Organisation (BEUC)</li> </ul>
17.30	End of the session

Friday, 8 June 2012

09.00	<p><b>A LEGAL FRAMEWORK EMPOWERING CONSUMERS AND PROMOTING INNOVATION IN THE PHARMACEUTICAL SECTOR: THE ROLE OF EUROPE</b></p> <p><i>Is the European health consumer well served by EU legislation? As the notion “European patient” becomes more of a reality with the implementation of the Cross-Border Healthcare Directive, the session will explore the role played by the European Union for self-care up to now and how things may evolve in the future. The speakers will examine whether the benefits of the common market have effectively been translated in the self-care sector. How common values can influence practices and play a greater role in empowering consumers and promoting innovation will also be addressed.</i></p> <p><b>Chair:</b> Hans <b>REGENAUER</b>, AESGP President</p> <ul style="list-style-type: none"> <li>• <b>John DALLI</b>, Member of the European Commission responsible for Health and Consumer Policy</li> <li>• <b>Guido RASI</b>, Executive Director, European Medicines Agency (EMA)</li> <li>• <b>Eric ABADIE</b>, Chair, Committee for Medicinal Products for Human Use (CHMP), European Medicines Agency (EMA)</li> <li>• <b>Dagmar ROTH-BEHRENDT</b>, Vice-President of the European Parliament</li> </ul>
10.30	Coffee/Tea Break
11.00	<p><b>CORPORATE SOCIAL RESPONSIBILITY AND GOOD GOVERNANCE IN THE NON-PRESCRIPTION MEDICINES SECTOR</b></p> <p><i>An environment of transparency and accountability inspires trust in the interaction between stakeholders in the pharmaceutical sector. The session will present European initiatives in the area of Corporate Social Responsibility and analyse the responsibilities and benefits for different stakeholders in the context of these activities.</i></p> <p><b>Chair:</b> Hubertus <b>CRANZ</b>, Director General, AESGP</p> <ul style="list-style-type: none"> <li>• <b>Daniel CALLEJA-CRESPO</b>, Deputy Director General, Directorate-General Enterprise &amp; Industry, European Commission</li> <li>• <b>June RAINE</b>, Medicines and Healthcare products Regulatory Agency (MHRA), United Kingdom</li> <li>• <b>Roger SCARLETT-SMITH</b>, President, GlaxoSmithKline Consumer Healthcare Europe</li> <li>• <b>Françoise GROSSETÊTE</b>, Member of the European Parliament</li> </ul>
12.30	Lunch

14.00

**HERBAL MEDICINES, FOOD SUPPLEMENTS AND MEDICAL DEVICES:  
HOW TO BE SUCCESSFUL IN THE MARKETPLACE**

*The session covers developments in the herbal medicines, food supplements and self-care medical devices sectors. The impact of the 2006 health claims legislation will be examined together with the recent experience concerning the development of monographs and list entries for herbal substances. Possible changes in the rules for and the assessment of self-care medical devices will also be addressed.*

- **Catherine GESLAINE LANÉELLE**, Executive Director, European Food Safety Authority (EFSA)
- **Basil MATHIOUDAKIS**, Head of Unit Nutrition, food composition and information, European Commission
- **Werner KNÖSS**, Chair, Herbal Medicinal Products Committee (HMPC), European Medicines Agency (EMA)
- **Laurent SELLES**, Deputy Head of Unit Cosmetics and Medical Devices, European Commission
- **Cristian Silviu BUȘOI**, Member of the European Parliament

16.00

Invitation to the **49<sup>th</sup> AESGP Annual Meeting** in the Four Seasons Hotel Ritz, Lisbon, Portugal – 5 to 7 June 2013

Coffee/Tea will be served at the end of the business programme

19.00

**Closing event** - Reception and dinner at the **Castel Plage**  
(at about 15 minutes' walking distance from the Hôtel Le Méridien)



## Venue of the meeting and room booking

### CONFERENCE VENUE

The 48<sup>th</sup> AESGP Annual Meeting will take place at the hotel:

#### Hôtel Le Méridien

1, Promenade des Anglais  
F-06000 Nice, France

Tel: +33 (0)4 97 03 44 44

Fax: +33 (0)4 97 03 44 45

E-mail: [reservations.nice@lemeridien.com](mailto:reservations.nice@lemeridien.com)

Website: <http://www.lemeridiennice.com>

The hotel is located on the Promenade des Anglais at the Mediterranean sea-front and at 300 metres from the old town of Nice and its pedestrian area.

### ROOM BOOKING AND RATES

Block reservations have been made at the Hôtel Le Méridien from Sunday 3 June 2012 until Saturday 9 June 2012. The hotel offers different room types: the classic room overlooks the hotel patio, the superior room has a city view with terrace or balcony while the deluxe room has sea view or partial sea and garden view.

### ROOM RATES:

The rates below are quoted per room and include buffet breakfast, service and VAT. The local tax at €1.50 per person per day is not included. Check-in time is 15.00 hours and check-out time 12.00 noon. The rates are valid for reservations made until 31 March 2012; after this date rates are no longer guaranteed and rooms are attributed upon availability.

# Le MERIDIEN



#### Single use:

Classic room/view patio: ..... € 200

Superior room/city view: ..... € 250

Deluxe room/  
sea and garden view: ..... € 300

#### Double use

Classic room/view patio: ..... € 215

Superior room/city view: ..... € 265

Deluxe room/  
sea and garden view: ..... € 315

Reservations should be made by using the online booking system at <http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1112125606&key=A08B8>

### ADDITIONAL GUEST HOTEL

Rooms can also be booked at the hotel Le Negresco from Sunday 3 June 2012 until Saturday 9 June 2012.

#### Hôtel Le Negresco

37, Promenade des Anglais  
06000 Nice, France

Tel: +33 (0)4 93 16 64 00

Fax: +33 (0)4 93 16 64 40

E-mail: [reservations@lenegresco.com](mailto:reservations@lenegresco.com)

Website: [www.lenegresco.com](http://www.lenegresco.com)



# NEGRESCO



Le Negresco is also located on the Promenade des Anglais at the Mediterranean seafront. It takes about 10 minutes on foot to get to the Hôtel Le Méridien. Rooms at the Negresco have been decorated in different French art styles. The superior rooms overlook the hotel's interior facade and the exclusive rooms overlook the gardens of the Palais Masséna.

### **ROOM RATES:**

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Single superior  
or exclusive room: ..... € 240

Double superior  
or exclusive room: ..... € 255

The room rates include buffet breakfast, service and VAT. Local tax at €1.50 per person per day is not included. Rooms will be attributed on a first-come-first-served basis and according to availability. Reservations should be made by using the hotel reservation form posted on the AESGP website at [www.aesgp.be](http://www.aesgp.be). This form should be sent directly to the hotel.

### **CONFERENCE LANGUAGE**

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All presentations on 6, 7 and 8 June 2012 will be given in English.

### **PLANNING YOUR PARTICIPATION**

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The 48<sup>th</sup> AESGP Annual Meeting will open on Wednesday 6 June 2012 at 12.00 hours with a buffet lunch for all participants at the Ruhl Plage (beach restaurant) of the Hôtel Le Méridien and will end on Friday 8 June 2012 with a reception and dinner at the Castel Plage (at 15 minutes' walking distance from the Hôtel Le Meridien).

### **The AESGP welcome desk, at the Hôtel Le Méridien, is open on:**

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Wednesday, 6 June 2012  
from 11.00 till 18.00 hours.

Thursday, 7 June 2012  
from 08.00 till 17.30 hours.

Friday, 8 June 2012  
from 08.00 till 16.30 hours.

### **HOW TO GET TO NICE**

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#### **By air**

The Nice Côte d'Azur Airport is the second largest airport in France and is located at about 5 km from the Hôtel Le Méridien and Le Negresco. A list of airlines and destinations serving Nice airport as well as daily flight schedules may be consulted at [www.nice.aerport.fr](http://www.nice.aerport.fr).

Bus 98 serves the hotels situated close to or on the Promenade des Anglais. More information concerning schedule and prices on <http://en.nice.aeroport.fr/Passengers/Directions-and-parking/Gestion-Bus-et-Navettes/Bus-lines/98-Nice-Place-Blanqui-Riquier-via-City-Center-Port>.

### **By train**

Nice can also be reached by TGV (high speed train). The main railway station can be reached by taxi in about 5 minutes.

### **REGISTRATION**

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#### **Conference Secretariat**

AESGP

7, Avenue de Tervuren

B-1040 Brussels / Belgium

Tel.: +32 2 735 51 30

Fax: +32 2 735 52 22

E-mail: [B.Klimka@aesgp.be](mailto:B.Klimka@aesgp.be)

Updated information on the conference programme will be provided on the AESGP website [www.aesgp.be](http://www.aesgp.be)

### **REGISTRATION FEES:**

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Congress participant:..... € 1,350

Accompanying family member: ...€ 300

Both fees include participation in the buffet lunch at the Ruhl Plage (Beach restaurant of the Hôtel Le Méridien), in the opening reception and dinner on Wednesday 6 June 2012 at the Villa Ephrussi de Rothschild at St Jean Cap Ferrat and in the reception and dinner at the Castel Plage on Friday 8 June 2012. The fee for congress participants also covers participation in the conference as well as the lunches on Thursday 7 June and Friday 8 June 2012. The fee for accompanying family members includes partici-



pation in the tour to the medieval village of Eze and to Monaco (lunch inclusive) on Thursday 7 June 2012.

A webpage will be set up for conference participants where the updated programme, speaker profiles and available presentations will be posted. Registrations should be made by using the enclosed Conference Registration Form.

## Social Programme

All participants and accompanying persons are invited to attend the opening evening at the **Villa Ephrussi de Rothschild** at Saint Jean Cap Ferrat on Wednesday 6 June 2012 and the reception and dinner at the **Castel Plage** on Friday 8 June 2012.

On Wednesday 6 June 2012 buses will depart from Le Méridien and Le Negresco for the Villa Ephrussi de Rothschild at 18.45 hours. They will return to the hotels from 22.00 hours onwards.

Accompanying family members not attending the conference are invited to take part in a guided tour to Eze and Monaco on Thursday 7 June 2012 from 9.00 to 17.00. Please indicate on the registration form whether you intend to participate in any of these social events.

### ATTIRE

Business or business-casual attire is recommended for the opening reception and dinner at the Villa Ephrussi de Rothschild on Wednesday 6 June 2012. Casual dress is recommended for the reception and dinner on the Castel Plage on Friday 8 June 2012.

### WHO SHOULD ATTEND

The programme is designed for executives and professionals from the pharmaceutical industry, the health professions, regulatory and governmental authorities and universities seeking information on market and regulatory trends on non-prescription medicines, food supplements and self-care medical devices. The social programme will allow networking with representatives from national and international authorities and organisations, the health professions, academia and industry.

Please note that AESGP is unable to accept credit card payment at this point in time.

We advise registration before 11 May 2012.

### CANCELLATIONS:

Cancellations received before 11 May 2012 will be refunded less a handling charge of 50 Euro.

For cancellations received after 11 May 2012, 50% of the fee is withheld.

For cancellations received after 18 May 2012, the whole fee is withheld.



## SELF-CARE A WINNING SOLUTION

48<sup>th</sup> AESGP Annual Meeting

### **AESGP**

7, Avenue de Tervuren  
B-1040 Brussels / Belgium  
Tel.: +32 2 735 51 30  
Fax: +32 2 735 52 22  
E-mail: B.Klimka@aesgp.be

Updated information on the  
conference programme will be  
provided on the AESGP website

**[www.aesgp.be](http://www.aesgp.be)**

**6-8 JUNE 2012**

**Nice, France**

**Hôtel Le Méridien**



ASSOCIATION OF THE EUROPEAN  
SELF-MEDICATION INDUSTRY

SELF-CARE: THE FIRST CHOICE IN HEALTH CARE