

**CRED Prescription to Non-Prescription Medicines Switch in Europe:
Inside Out
6 November 2024 – online course**

Programme

Speakers:

Klavdija Kmetec and Christelle Anquez-Traxler, AESGP
Michelle Riddalls, PAGB
Kate Stockman, Kenvue
Berit Frei, Haleon
Serenella Cascio and Orlane Jauvain, Opella

Time (UK)	Session	Speaker
9.15	Registration	
9.30	Welcome from TOPRA	
9:45	Introduction to the change of legal status from prescription to non-prescription – why selfcare and switch are important?	Christelle Anquez-Traxler Klavdija Kmetec, AESGP
10:00	Regulatory framework – part I <ul style="list-style-type: none"> - Legal background - Essential features about non-prescription medicines (and how they differ from Rx ie free pricing, advertising, distribution, etc) - NPM criteria - Switching process - What is harmonised (the law) and what is not (the market) 	Christelle Anquez-Traxler Klavdija Kmetec, AESGP
10:45	BREAK	
11:00	Regulatory framework – Part II Switching in practice <ul style="list-style-type: none"> - What other factors influence a switch - Strategic preparation before a switch - Data package - Risk minimisation and educational measures 	Michelle Riddalls, PAGB
12:00	Break out session	
12:40	LUNCH BREAK	

14:15	Case Study 1 - Switch strategies and challenges on the example of triptans in Germany	Berit Frei, Haleon
15:00	Case Study 2 – sildenafil switch	Kate Stockman, Kenvue
15:45	Short break	
15:55	Case study 3 – Fexofenadine switch in key EU markets	Serenella Cascio Orlane Jauvain, Opella
16:40	Quiz	
17:00	Close	
