

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

Programme (DRAFT)

Speakers:

Klavdija Kmetec and Christelle Anquez-Traxler, AESGP
Christine Eising, Bayer Consumer Care
Michelle Riddalls, PAGB
Kate Stockman, Kenvue
Berit Frei, Haleon
Serenella Cascio and Guillaume Delprat, Opella

Time	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	Christelle Anquez-Traxler and Klavdija Kmetec, AESGP
	<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) 	
10:45	BREAK	
11:00	Regulatory framework – Part II	Christine Eising, Bayer Consumer Care
	Switching in practice	Michelle Riddalls, PAGB
	<ul style="list-style-type: none"> - What other factors influence a switch - Strategic preparation before a switch - Data package - Risk minimisation and educational measures 	
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 Case study 3 – Fexofenadine switch in key EU markets Serenella Cascio and
Guillaume Delprat,
Opella

16:30 Quiz

17:00 Close
