



57TH AESGP Annual Meeting

SELF-CARE

IN TIMES OF PANDEMIC AND BEYOND

26 – 27 May 2021 ———▶ **Online**

ABOUT THE CONFERENCE

COVID-19 has significantly disrupted our lives and the Industry. What started as a regional outbreak end of 2019, to quickly escalate as a global pandemic early 2020, forced us to regretfully cancel our 56th Annual Meeting, initially planned to take place in May 2020 in Milan, Italy.

It is evident that the many changes we have experienced in the last few months will stay with us for a while, in one way or another, and that life after the pandemic will be different from what we have been used to. We will have to adapt to a “new normality” in the way we connect, behave and maintain relationships, shaped by this experience.

AESGP is adapting, too! Our 57th Annual Meeting is going virtual.

We are inviting global Industry leaders and representatives of partner organisations to discuss opportunities, challenges and lessons learnt brought upon us by the global pandemic. Together with distinguished experts, we will be looking into the latest Industry trends and emerging individual behaviours in the post-COVID-19 reality. We will explore, for example, how lockdowns have sped up the uptake of technology and changed our health and wellbeing choices. We will also look into the economic recovery, with a particular focus on circular policies.

The crisis has demonstrated that self-care is a cornerstone of sustainable healthcare systems and healthy societies. It is more important than ever to continue promoting and advancing responsible self-care during these difficult times and beyond. On the occasion of the AESGP Annual Meeting, we will be presenting new evidence quantifying the value of self-care to people and society with the official launch of our new economic study. We sincerely hope that it will contribute to an improved, constructive policy dialogue between all stakeholders involved in making health systems more resilient and future-proof.



Birgit Schuhbauer

AESGP President & Vice President
Self Care EMEA Region and Developed
Market Cluster, Johnson & Johnson
Consumer Health Europe

PROGRAMME

All sessions will be recorded and made available after the meeting for a limited period of time to registered participants.

Wednesday, 26 May 2021

09.00 — 9.20 OPENING: Welcome and Introduction Session

- Birgit Schuhbauer, AESGP President & Vice President Self Care EMEA Region and Developed Market Cluster, Johnson & Johnson Consumer Health Europe

09.30 — 11.00 SESSION 1: Aftermath of COVID-19: what is next for the self-care market?

Today the world is facing a new set of circumstances. The impact of the COVID-19 pandemic has drastically changed priorities, spending habits and ability to maintain certain commitments. While slowly adjusting to new life and priority shifts after the lockdowns, people are focused on staying in control of their emotional, mental and physical health and wellness. This session will review market trends that have emerged during the pandemic and discuss the long-term impact of COVID-19.

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

- Amit Shukla, Global Head, Consulting Services and Thought Leadership, IQVIA Consumer Health
- Mark Visser, General Manager, Kantar Consulting Amsterdam
- Sven Göth, Founder & CEO Digital Competence Lab
- Anna Nightingale, Vice President, Head of R&D EMEA, GSK

11.30 — 13.00 SESSION 2: The role of self-care in resilient healthcare systems

The positive effects of self-care are many, from improved well-being and reduced work absenteeism at the individual level, to positive impact on health budgets and increased capacity for health systems at the national level. This was even more evident during the pandemic. When European healthcare systems faced an unprecedented number of patients requiring urgent care, actions taken at the individual level, such as social distancing, physical isolation and self-managing mild symptoms when sick, have helped to relieve part of that pressure.

The economic and societal value of self-care has been discussed in a number of studies around the world for years. The latest European-wide study dates back to 2004; now is the time to refresh and present new evidence of the economic and societal value of self-care.

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

- Dr. Ilaria Passarani, Secretary General, Pharmaceutical Group of the European Union (PGEU)
- Santiago Calvo Ramos, Policy Analyst, Economist, Directorate-General for Economic and Financial Affairs (DG ECFIN C2), European Commission
- Uwe May, Researcher, May and Bauer, Germany
- Jurate Svarcaite, Director General, AESGP

14.00 — 15.30 SESSION 3: Day One of the new Medical Devices Regulation: Taking stock

On the day of the application of the new Medical Devices Regulation, this session will take stock as regards of the state of implementation of this regulatory framework with regulators, notified body and industry representatives.

In doing so, we will discuss lessons learnt and ways forward for building trust since and for the ongoing transition from the Medical Devices Directives to the new Regulation.

Moderator: Oliver Hartmann, Legal and Regulatory Affairs Manager, AESGP

- Oliver Bisazza, Director General, MedTech Europe
- Dr. Paul Piscoi, Policy Officer, Unit Medical Devices, Health Technology Assessment, DG SANTE, European Commission
- Sabina L. Hoekstra-van den Bosch, TÜV SÜD, Vice-President of Team NB

Thursday, 27 May 2021

09.00 — 10.30 **SESSION 4: Communicating risk in times of uncertainty**

A degree of uncertainty is inevitable, at all times. A pandemic like COVID-19 has not been witnessed in a century, and much remains unknown and evolving about it. Uncertainty leads to fear; this is best illustrated by the panic buying of goods, including some self-care products, that happened at the beginning of the outbreak in Europe. Risk communication and engagement is key in effectively managing uncertainty and building public trust in products and health authorities. This session will draw from the lessons learnt on effective communication during the pandemic and will discuss how we can apply those lessons to risk and crisis communication post-COVID-19.

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

- Ms Emer Cooke, Executive Director, European Medicines Agency
- Dr. Rui Santos Ivo, President, Executive Board, National Authority of Medicines and Health Products (INFARMED), Portugal
- Dr. Gaya Gamhewage, Head of Learning & Capacity Development, Health Emergencies Programme, WHO
- François Houÿez, Information & Access to Therapies Director & Health Policy Advisor, EURORDIS
- Dr. Simon Sinclair, Chief Safety Officer, Reckitt

11.00 — 12.30 **SESSION 5.1: (e)-Internal Market of food supplements: how to foster harmonized implementation?**

The session will discuss latest developments from a regulatory and policy perspective relevant to food supplements. In particular, the session will address enforcement and official controls measures as regards the rules applicable to food supplements marketed in the EU and, as such discuss surveillance and monitoring activities undertaken with regard to the online and off-line market. The session will further examine the developments concerning methods for assessing the safety of ingredients used in food supplements.

Moderator: Maud Perrudin, Deputy Director General, AESGP

- Eric Marin, Deputy Head of Unit, DG Health and Food Safety (SANTE), Unit G4 – Food hygiene and fraud, European Commission
- Dr. Ana Batalha, Chair of the Council Working Party on Foodstuffs - Senior Advisor for Health and Food Safety, Ministry of Foreign Affairs - DGAE, Portugal
- Dr. Evelyn Breitweg-Lehmann & Dr. Dennis Raschke, Head of G@ZIELT (German eFood Control Unit), Federal Office of Consumer Protection and Food Safety

11.00 — 12.30 **SESSION 5.2: ePharmacy: what has changed during COVID-19 and what is here to stay**

During the COVID-19 pandemic, ePharmacy sales have been growing way above the market average in line with the general development of online channels. This session will bring together market data, Industry and ePharmacy experts to examine trends that have emerged in online sales of self-care products during the pandemic as well as longer-term trends that may follow.

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

- Jyoti Shah, Director, Global Insights, IQVIA Consumer Health, & Eddy Gilissen, Senior Director, Supplier Services, IQVIA

- Sophie Even, Sales Vice President, Europe Personal Health Care & Pharmacy Go To Market, Procter & Gamble
- Paul Martingell, Region President for Europe & Eurasia, Sanofi Consumer Healthcare
- Tobias Brodtkorb, Managing Partner, SEMPORA Consulting

14.00 — 15.30 **SESSION 6.1: RWE/RWD in the self-care space: what is stopping us to use more of it?**

Access to digital tools and the vast amount of health information, available at everyone's fingertips, is changing our experience with self-care products. Nowadays, this experience can be captured and retained. This is a unique opportunity to collect real-world evidence on the use of products and use that evidence in order to develop new products, increase product safety and enrich regulatory knowledge. This session will bring Industry and regulators together to discuss how we can take full advantage of real-world evidence (RWE) and real-world data (RWD) in the self-care space.

Moderator: Paul-Etienne Schaeffer, Life Sciences Regulatory Affairs Manager, AESGP

- Dr. Peter Arlett, Head of Data Analytics and Methods Taskforce, EMA and Co-chair HMA-EMA Big Data Steering Group
- Dr. Emese Csöke, Global Head of Regulatory, Medical, Safety and Compliance Strategy & Change Program Director, Bayer Consumer Healthcare
- Dr. Volker Spitzer, Senior Director Global R&D Services, IQVIA Consumer Health, & Dr. Andreas Ehret, Director Clinical Development, Bayer Consumer Health
- Julie Sutherland, Marketing Director, Johnson & Johnson Consumer Health

14.00 — 15.30 **SESSION 6.2: Circular economy and sustainability: what is the role of our Industry?**

Tackling environmental sustainability issues is perhaps the most pressing global public policy challenge. This global challenge requires a collective response across all sectors and value chains. This session will bring together policy makers and Industry representatives to explore how, by working together and extrapolating best Industry practices, we can collectively meet the objectives of the European green agenda.

Moderator: Bengt Mattson, Chair, IAI-PIE Task Force

- Frithjof Laubinger, Environment and Economy Integration, Environment Directorate, OECD
- Francesca Stevens, Managing Director, European Organization for Packaging and the Environment (EUROPEN)
- Linda Kren, Environment and Responsible Care, ScienceINDUSTRIES Switzerland
- Jody Lodge, Managing Director, J&J/McNeil AB

Presentations will be followed by a panel discussion:

- Jan De Belie, Professional Affairs Advisor, Pharmaceutical Group of the European Union (PGEU)
- Lars Münter, European Health Futures Forum & Self-Care in Europe
- Bernard Mauritz, AESGP Vice-President & Director General, Nephrofarm

15.30 — 16.00 **Closing remarks and invitation to the AESGP in-person Conference on 25 November 2021 in Lisbon, Portugal**

PRACTICAL INFORMATION



CONFERENCE VENUE

AESGP's primary concern is the safety of speakers, members, staff and participants. Therefore, and still due to the current state of COVID-19 in Europe and the rest of the world, the AESGP 57th Annual Meeting will take place online.

REGISTRATION FEES

Conference participant: 450 Euro (excluding VAT*)

All sessions will be recorded and made available after the meeting for a limited period of time to registered participants.

** AESGP Conferences are subject to the VAT rules of the country where the conference takes place.*

HOW TO REGISTER?

Registration to the conference can be made online on the AESGP website.

Participants are encouraged to register by **1 May 2021**. For cancellations received after 1 May 2021, the whole fee is withheld.

CONFERENCE SECRETARIAT

For questions on participation and registration, please contact AESGP (info@aesgp.eu, www.aesgp.eu).

SAVE THE DATE!

AESGP Regulatory Conference

25 November 2021

Lisbon, Portugal



58th AESGP Annual Meeting

7-9 June 2022

Milan, Italy



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