



**AESGP
SWITCH DAY
2026**

**The Value of Non-Prescription Medicines
in a Changing Regulatory Landscape**

**Wednesday, 7 October 2026
Renaissance Brussels Hotel**

About this event

This conference will explore the future of self-care and non-prescription medicines (NPM) in Europe in the context of the ongoing revision of EU pharmaceutical legislation and a rapidly evolving healthcare landscape. Bringing together regulators, industry representatives, healthcare professionals, patients, economists, and policymakers, it will focus on the role of Rx-to-NPM switch in improving patient access, supporting innovation in self-care, and contributing to more sustainable healthcare systems.

As the main form of innovation in the non-prescription medicines sector, switch expands access to safe and effective treatments, empowers citizens to manage common health conditions, and helps optimise healthcare resources. With new EU legislative proposals under discussion, including revised criteria for non-prescription medicines, the conference provides a timely opportunity to reflect on how future regulatory frameworks can support both public health and innovation.

The programme will examine the regulatory, social, and economic dimensions of switch, including national experiences, implementation challenges, as well as the growing recognition of the economic and societal value of self-care across Member States. It will also explore how digital technologies, real-world data (RWD/RWE), regulatory science, and the evolving environment are shaping the future of non-prescription medicines and patient access.

By focusing specifically on switch within the broader non-prescription medicines framework, the conference will offer a dedicated forum for practical, forward-looking exchange, enabling stakeholders to share experiences, discuss emerging trends, and consider how regulation can remain responsive while ensuring high standards of safety, efficacy, and accessibility across Europe.

Objectives

- Clarify current regulatory expectations and practical requirements for a successful Rx-to-non-prescription medicines switch.
- Examine scientific and data requirements, including the role of real-world evidence, behavioural evidence, and pharmacovigilance.
- Explore how regulatory frameworks and national practices shape access to self-care products across Europe.
- Share lessons from recent European and international switch experiences.
- Position switch within the broader self-care, innovation, and healthcare sustainability agenda.



Programme



Registration & Welcome coffee

08:30 - 09:00

09:00 - 10:00

SESSION 1

The value of switch: access, innovation and sustainability

This session will explore the value of switch within the broader self-care landscape. It will examine how switch can improve access to treatment, support citizen empowerment, strengthen healthcare-system resilience and contribute to a more innovation-friendly framework for non-prescription medicines.

Coffee Break

10:00 - 10:30

10:30 - 11:45

SESSION 2

Building a proportionate evidence and benefit-risk framework for switch

This session will explore how benefit-risk assessment for switch may need to evolve in light of current public health needs, growing expectations around access and healthcare-system sustainability, and the increasing availability of real-world data and evidence. It will examine how switch should be assessed not only from a pharmacological perspective, but within a broader framework that also reflects timely access, public health impact and wider benefits linked to responsible self-care.

Networking Lunch

11:45 - 13:00



13:00 - 14:15

SESSION 3

National experiences in advancing switch: initiatives, programmes and lessons learned

This session will highlight national initiatives and programmes that are helping to advance switch across Europe. It will focus on the concrete work undertaken at national level to support a more enabling environment for switch, including policy engagement, awareness-raising, stakeholder dialogue, and practical efforts to promote better understanding of the value and potential of non-prescription medicines.

Coffee Break

14:15 - 14:45

SESSION 4

14:45 - 16:00

Making switch happen: practical pathways, case studies and enablers

This session will move from policy and principles to practice. It will look at what makes switch possible in real-world settings, the conditions that support successful implementation, and lessons from national and product-level experience in Europe and beyond.

SESSION 5

16:00 - 17:00

Panel discussion: the future of switch in Europe

The closing panel will bring together key stakeholder groups to reflect on what is needed to create a more enabling environment for switch in Europe. The discussion should look ahead and focus on the role of dialogue, regulatory clarity, evidence, national implementation and future policy priorities.



Practical Information

Conference venue

The Renaissance Brussels Hotel
Rue du Parnasse 19
1050 Brussels

Registration fee: 500 Euro (excl. VAT*)

This fee includes participation at the conference, lunch, and coffee breaks at the Renaissance Brussels Hotel on Wednesday, 7 October 2026.

Authorities, press representatives, and counterparts of AESGP benefit from complimentary registrations upon verification. Please contact the AESGP Event Team (info@aesgp.eu) for more information.

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

Deadlines

Registration can be done on the [conference website](#).

Participants are kindly encouraged to register by **25 September 2026**.

Please note that cancellations received after this date will not be eligible for a refund, and the full registration fee will be retained.

Hotels

If you require accommodation, hotel rooms can be reserved at the Renaissance Brussels Hotel. Details on rates and online booking are available on the [conference website](#).

