

CRED Prescription to Non-Prescription Medicines Switch in Europe: Inside Out 24 September 2026 – online

Programme

Speakers:

Klavdija Kmetec and Christelle Anquez-Traxler, AESGP
Michelle Riddalls OBE, PAGB
Kate Stockman, Kenvue
Berit Frei, Haleon
Sabrina Pradeau, Perrigo

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 - 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 and Klavdija Kmetec, AESGP
10:45	BREAK	
11:00	Regulatory framework – Part II - Switching in practice - 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

Programme subject to changes.

Kenvue

15:45 Short break

15:55 Case study 3

Sabrina Pradeau
Perrigo

16:40 Quiz

17:00 Close