CRED Prescription to Non-Prescription Medicines Switch in Europe: Inside Out
15 December 2026 – online

Programme

Speakers:
Klavdija Kmetic 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 Kmetic** 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 Kmetic**, 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**	

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