

# CRED Prescription to Non-Prescription Medicines Switch in Europe: Inside Out 8 October 2025 – online course

## Programme

### Speakers:

Klavdija Kmetec and Christelle Anquez-Traxler, AESGP  
Michelle Riddalls, PAGB  
Kate Stockman, Kenvue  
Berit Frei, Haleon  
Serenella Cascio and Orlane Jauvain, Opella

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 <ul style="list-style-type: none"> <li>- Legal background</li> <li>- Essential features about non-prescription medicines (and how they differ from Rx ie free pricing, advertising, distribution, etc)</li> <li>- NPM criteria</li> <li>- Switching process</li> <li>- What is harmonised (the law) and what is not (the market)</li> </ul>	Christelle Anquez-Traxler  Klavdija Kmetec, AESGP
10:45	BREAK	
11:00	Regulatory framework – Part II <ul style="list-style-type: none"> <li>- Switching in practice</li> <li>- What other factors influence a switch</li> <li>- Strategic preparation before a switch</li> <li>- Data package</li> <li>- Risk minimisation and educational measures</li> </ul>	Michelle Riddalls, PAGB
12:00	Break out session	
12:40	LUNCH BREAK	

*Programme subject to changes.*

**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 Short break**

**15:55 Case study 3** – Fexofenadine switch in key EU markets

**Serenella Cascio**  
  
**Orlane Jauvain,**  
Opella

**16:40 Quiz**

**17:00 Close**

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