

# Rx-to-OTC Switch Hot Topic Report

Key highlights – for more details see the report

## COVID-19

COVID-19 exacerbated the already crushing pressure on healthcare systems to treat common and chronic conditions – data suggests COVID-19 has left many millions with long-term health issues

The Industry must find a way forward to realise commercial gains and improve equity in public health outcomes

**The Non-prescription Imperative**



Consumers increasingly becoming their own advocates using digital technologies – proactive health management can empower consumers, educating and providing increased control in monitoring their own health – better practices reduces pressure on HCPs, as consumers better manage existing conditions and take steps to prevent future illness

## Interoperability for the next generation of Rx-to-OTC switch

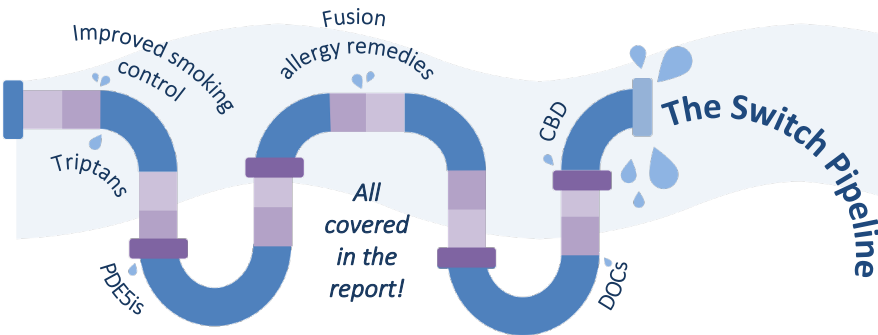
The next generation of much needed switch to reverse health inequities will be for complex and chronic disease as well as responding to urgent public health demands



Requires a new approach and new way of thinking to ensure safe and effective OTC sale – US FDA is already taking strides towards this, including discussions on developing digital content for the Drugs Fact Label to improve communication

The next generation of switch can “plug-in” to deliver interoperable capabilities from the healthcare ecosystem, improving public health by powering informed healthcare decisions (consumers, clinicians, HCPs and stakeholders) – both individually and collaboratively

The pipeline is extensive and the target populations are large and chronic



Switch will help develop most lucrative CHC categories in next 5-10 years

In USA revenue from future switches is expected to account for 10% total US CHC revenue by 2030

- Erectile dysfunction
- Daily oral contraceptives
- Topical analgesics



CBD moving towards an official OTC category after Australia’s TGA approved pharmacist-only sale for ingredient in Dec 2020 – meanwhile in US, a bipartisan bill proposed in May 2021 could lift restrictions prohibiting development of legal CBD market

Entire CBD market (inclusive of supplements and cosmetics) is forecast to be almost a \$4bn industry by 2025!