

Nicholas Hall's 32<sup>nd</sup> CHC European Conference & CHC Training Academy Workshop

# Moving Forward with CHC Innovation

4-6 May 2022 • Royal Olympic Hotel • Athens



## Pre-Conference workshop • 4 May 2022

# Innovating for a new world of Healthcare

We're all being faced with massive change, from all facets of life, from pandemic to sustainability, from social-economical change to healthcare reform, and yet there has never been a more difficult time to innovate. Our consumers are demanding even more meaningful innovation, which as an industry, we continually fail to deliver.

We have an opportunity to dissect the concept of innovation in healthcare and explode the potential for our brands and people to become new generation innovators.

Powered by insight, foresight and behavioural understandings, this workshop by The Consumer Healthcare Training Academy will arm our teams with practical tools and techniques to create true innovation, meaningful to consumers.

Find inspiration and a toolbox for driving innovation through your existing brands and products, delivering value to our consumers, HCP's and businesses.

Join Steve Sowerby, Trevor Gore and Stavroula Chasapoglidou for a day of exploration and discovery that will create major opportunities for you and your brands.



### Steve Sowerby

Steve Sowerby is the founder of XPotential and co-founder of **The Consumer Healthcare Training Academy**. Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations. He has been invited to train companies around the world across multiple industries.



### Trevor Gore

Endlessly curious and passionate about the evolution of the healthcare industry, Trevor Gore has spent over 35 years striving to connect health and wellness brands with their customers and consumers.

An impressive communicator and self-starter, Trevor, who is Founder and Director of **Maestro Consulting**, as well as Senior Associate at **The Consumer Healthcare Training Academy**, has established an excellent reputation in the industry, borne out of his skills as a natural leader and trainer, creating real change in the people he interacts with.



### Stavroula Chasapoglidou

Stavroula has worked for more than 25 years in Multinational & Greek Pharmaceutical & FMCG companies as well as non profit organizations. She has a strong background in Branding, Sales and General management, specializing in Healthcare and Business development. Owing a strong scientific background in Clinical Biochemistry bundled with an entrepreneurial personality, she has now established INSMED (Institute for Self Medication). Her motto is the Japanese proverb "you can fall down 6 times and stand up seven".



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DAY 1 - 5 MAY 2022

AGENDA - DAY ONE



9:00 **Nicholas Hall**  
Keynote Presentation



9:40 **Filippo Lanzi**  
Region Head for EMEA & LatAm Consumer Healthcare  
**GSK**



10:20 **Precision Health and the Future of CHC Innovations**  
In this session, Thorsten will explore how, over the past 8 years, only 5% of all innovations launched in our industry have provided meaningful differentiation from what already exists on the market, with most new launches being changes in format, taste, delivery form or packaging design, while consumers have become ever more demanding and savvy when it comes to monitoring and caring for their health. Fitness trackers and smart watches provide a wealth of data, and consumers want to better understand how health and wellness products make a positive impact. Thorsten will discuss how Bayer has been looking into more holistic solutions that span the entire health journey, from awareness and education over diagnostics to interventions, resulting in experiments on innovation ecosystems that empower consumers to better identify their needs and make more personalised product choices. He will also explain how new technologies for diagnosis and symptom advice and real-world evidence studies to better target claims are additional components in this new realm of innovation that they call Precision Health.

**Thorsten Umland**  
Head Research & Development  
Dermatology  
Head R&D Region EMEA  
**Bayer**

11:00 Coffee Break

11:30 **Presentation: The Colin Borg Creative Award Entries**



11:55 **Case Study: OTX approach the why and how?**  
**Ala Fakhfakh**  
Head of Regional Marketing & Operations  
Western Europe  
**Menarini Group**



12:35 **What innovation will drive the consumer healthcare market of the future?**  
The Pharma industry is obsessed with launching new products as the main growth driver, assuming that launching new products equals innovation. Does this really work in consumer healthcare? What is and will be the real innovation driving the market, category and brand growth in consumer healthcare in new world after Covid? Andrej will explore how Teva has managed (or not managed) to drive growth in categories before and during Covid times, and how to drive future innovation in consumer healthcare.

**Andrej Salát**  
VP OTC Consumer Healthcare Europe & International Markets  
**Teva**

13:15 Lunch Break

14:30 **Presentation: CHC Worldwide Marketing Entries**



15:00 **Applying Online Machine Learning to Consumer Healthcare**  
The consensus is that Artificial Intelligence (AI) will be the most disruptive key-enabling technology for the next 50 years, capable of unlocking worldwide an annual market value of more than 14 trillion USD. Almost half of the unlocked value will be focused on marketing and sales activities. However, AI will every play a crucial role in any activity, and in this session, Nicola will explain how AI is forecast to increase the customer healthcare market value by more than 50%. He will focus on online machine learning problems for consumer healthcare, in which data samples are generated online while making decisions.

**Professor Nicola Gatti**  
Associate professor of **Computer Science and Engineering**  
of **Politecnico di Milano**

15:40 Coffee Break

16:10 **Presentation: European New Product Award Entries**



16:35 **Diana Jabbar - Lopez**  
Director - **HewardMills**

17:10 End of 1st day

19:00 Cocktails and Awards Dinner



 **Nicholas Hall's**  
**CHC EVENTS**

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DAY 2 - 6 MAY 2022

AGENDA - DAY TWO



9:00

**Theodore Tryfon**

Co-CEO Elpen Group & President  
Panhellenic Pharmaceutical Industries (PEF)



9:40

**Carlton Lawson**

Company Group Chair  
Consumer Health EMEA  
Johnson & Johnson Consumer Health



10:20

**E-omni channel: A pre-requisite for growth in today's Consumer Healthcare**

Whether you are a scale up in the consumer healthcare industry, or an established classic consumer healthcare company, your communication and sales channels are diversifying and continuously changing as a result of rapidly changing consumer behaviours. Vision Healthcare has been building an omnichannel consumer healthcare platform that combines scale and speed since 2017, and in this session, Yvan and Joost will discuss their key learnings in building sustainable success within the digital Consumer Healthcare domain.



**Yvan Vindevogel** - CEO

**Joost Hunfeld** - Chief Growth officer  
Vision Healthcare

11:00 Coffee Break



11:30

**Walter Bertin**

CEO and Founder of Labomar S.p.A.

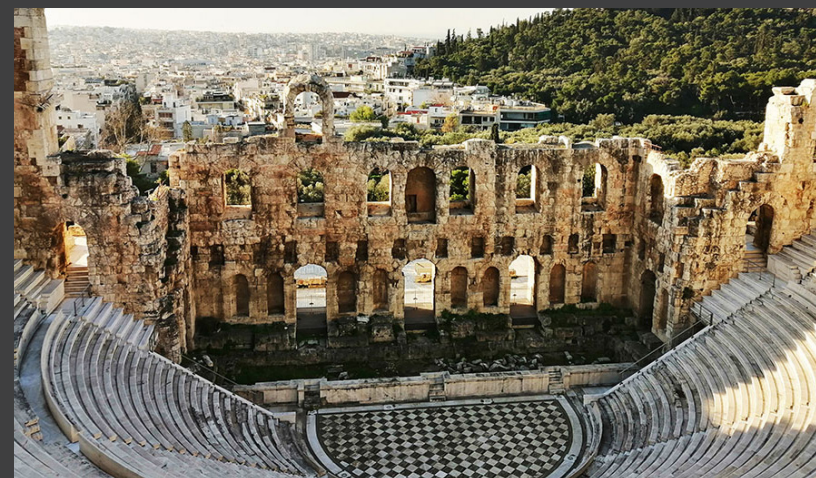
12:10 Panel Discussion

12:50 Networking Lunch

## Pricing:

|                                      |         |
|--------------------------------------|---------|
| Pre-Conference Workshop only (4 May) | GB£850  |
| Conference only 5-6 (May)            | GB£1450 |
| Workshop + Conference                | GB£2100 |

For more information please contact  
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# THE NICHOLAS HALL CHC MARKETING AWARDS 2022



## WORLDWIDE MARKETING AWARD

Sponsored by Nicholas Hall's *CHC Newsflash*



## THE COLIN BORG CREATIVE AWARD

Sponsored by Nicholas Hall's *CHC DASHBOARD*



## EUROPEAN NEW PRODUCT OF THE YEAR AWARD

Sponsored by Nicholas Hall's *CHC NEW PRODUCTS TRACKER*

