

Nicholas Hall's 32nd CHC European Conference & CHC Training Academy Workshop

Moving Forward with CHC Innovation

4-6 May 2022 • Royal Olympic Hotel • Athens

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Nicholas Hall's
CHC EVENTS

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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Speakers



Nicholas Hall
*Executive Chairman &
Creative Solutions Director
Nicholas Hall Group
of Companies*



Birgit Schuhbauer
*VP Self Care EMEA &
Developed Markets
J&J President AESGP*



Alison Morton
*Innovation Business Partner
Nielsen IQ*



Sonja Katanec
*Head of Sales
OTC consumer healthcare
Teva*



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



Sarah Watts
*VP Bases
Nielsen IQ*



Theodoros Tryfon
*Co-CEO Elpen Group
President of Panhellenic
Pharmaceutical Industries
(PEF)*



Francesco Da Riva
*Head of Sales
Labomar S.p.A*



Yvan Vindevogel
*CEO
Vision Healthcare*



Dyann Heward-Mills
*CEO
Heward-Mills*



Ala Fakhfakh
*Head of Regional Marketing
& Operations Western Europe
Menarini Group*



Joost Hunfeld
*Chief Growth officer
Vision Healthcare*



Miranda Mapleton
*CEO
White Swan*



Prof. Nicola Gatti
*Associate professor of
Computer Science &
Engineering
Politecnico di Milano*

Pricing:

Pre-Conference Workshop only (4 May)
Conference only 5-6 (May)
Workshop + Conference

GB£850
GB£1450
GB£2100

For more information please contact:
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Nicholas Hall's 32nd CHC European Conference & CHC Training Academy Workshop

DAY 1 - 5 MAY 2022

AGENDA - DAY ONE

9:00 **Nicholas Hall**
Keynote Presentation



9:40 **Emerging trends in Pharma Industry. What is the new role of Self care and OTC?**
Pharmaceutical industry is highly impacted by Health Care policies that reflect restricted Public Health Care Financing as well as population ageing, chronic health issues, digital transformation as well as new Covid reality. Challenging forces form the new environment and Pharmaceutical industry ecosystem prepares to respond. What is the role of Self Care in this new reality? Is the "Self Care industry" integrated in Pharmaceutical ecosystem? What is the role of innovation in the holistic healthcare management? What is the new role of Health Care professionals in relation to Self Care?

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



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: CHC Worldwide Marketing Entries**



12:00 **Case Study: OTX approach the why and how?**
Ala Fakhfakh
Head of Regional Marketing & Operations Western Europe
Menarini Group

12:40 **Lunch**



13:40 **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? Sonja 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.

Sonja Katanec
Head of Sales - OTC Consumer Healthcare
Teva

14:20 **Presentation: European Marketing Awards**



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 **Data protection challenges arising from an increased demand for direct-to-consumer services – a study in opportunities and challenges**
In this session, Dyan will explore how to overcome data protection challenges and maximise the opportunity to innovate in today's CHC market environment.

Dyann Heward-Mills
CEO - **HewardMills**



16:50 **An introduction to Innovative and Agile Patient-Centric Insight Generation Using Social Data - Virtual Presentation**
Miranda Mapleton, CEO, White Swan



17:05 **End of Day 1**

19:00 **Cocktails and Awards Dinner**

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DAY 2 - 6 MAY 2022

AGENDA - DAY TWO



9:00

The Global Well-Being Revolution

Health and wellness is THE single most powerful consumer force of 2021. In this new NielsenIQ Global Health and Wellness report, we uncover how consumer needs have been reshaped around the world, what is trending, and what the budding opportunities are across the new, broadened spectrum of global well-being. To see where the health and wellness industry is headed, start with understanding the well-being revolution.

Sarah Watts, VP Bases Nielsen IQ

Alison Morton, Innovation Business Partner Nielsen IQ



9:40

Birgit Schuhbauer (Virtual presentation)

VP Self Care EMEA and Developed Markets, President AESGP
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

CMO success story in Food Supplements & Medical Devices in European market

Labomar will share the journey in achieving solid and steady growth over the years, enabling it to become a reliable partner in the region. Italian customers and customers throughout Europe can rely on its services and quality, by assigning the development and manufacturing of their projects to the Company. Labomar will share a glimpse on its success partnering with major brands in launching new products, through case-studies.

Francesco Da Riva

Head of Sales Labomar S.p.A.

12:10

Panel Discussion Lifestyle Medicine : The Intersection of Self Care & Medical Care

Moderator: **Stavroula Chasapoglidou**, Advisor, Insmead Health

Panelists: **Constantine A. Stratakis**, PhD, CSO and Director, Research & Training Institute ELPEN

Dr. Sophia Kalantaridou, Professor of Obstetrics and Gynecology

National and Kapodistrian University of Athens, School of Medicine

George Paraskevagos, Executive Director, International Probiotic Association

12:10

Cortisol and Gut: the Connection Between Stress & Bowel Problems

Constantine A. Stratakis

12:20

Menopause and Lifestyle Changes

Dr. Sophia Kalantaridou

12:30

Prevention Over Cure; the Case for Proactive Self-care A synopsis from the International Probiotics Association

George Paraskevagos

12:40 – **Q&A session**

13:10

13:10 – **Networking Lunch**

15:00