



# Rx-to-OTC Switch: A Hot Topic Report

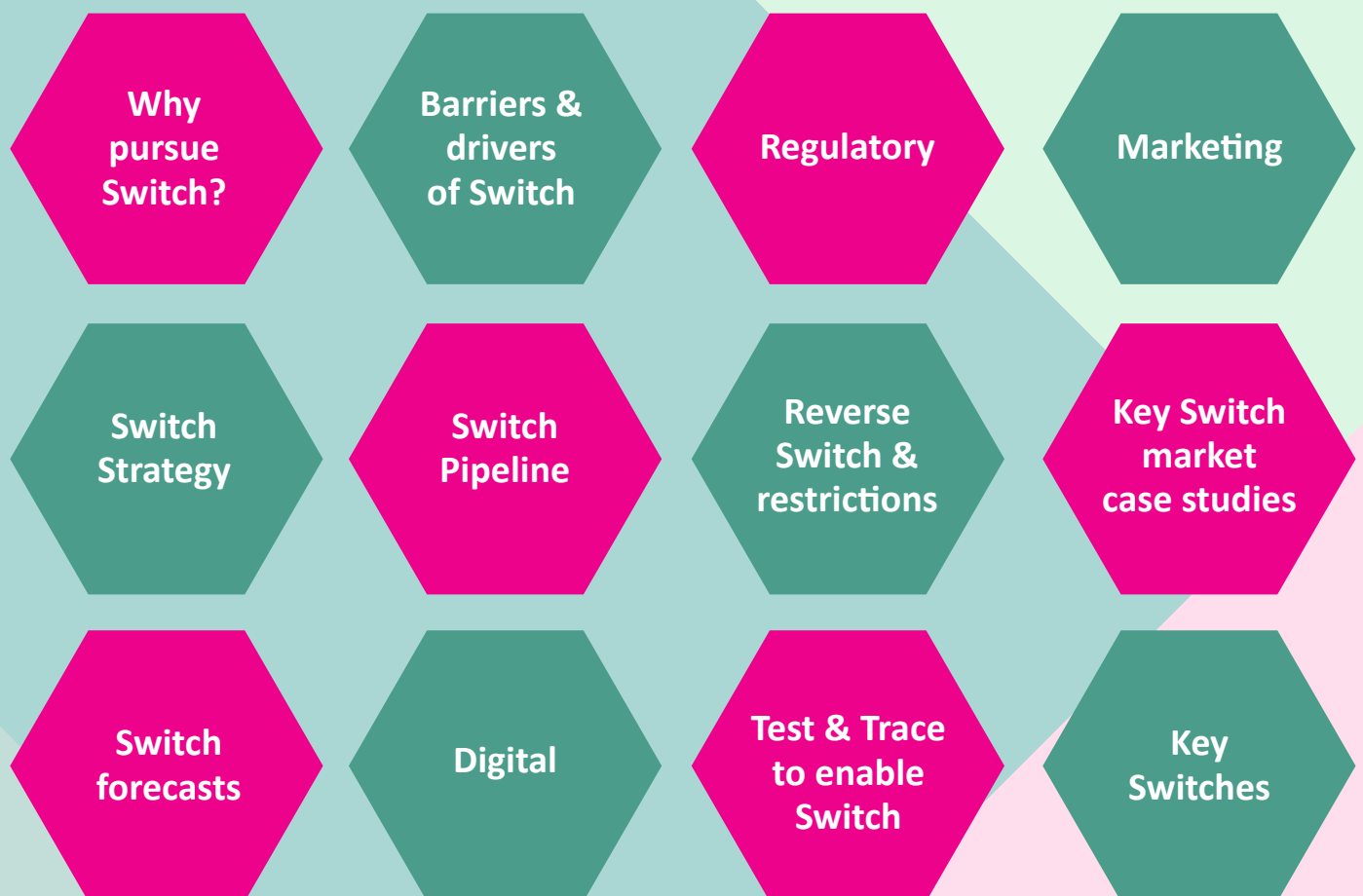


*Written in association with  
renowned Switch expert Joe McGovern,  
Chief Strategy Officer, Biograph Inc.*

With Switch being one of the crucial growth drivers for the consumer healthcare industry, this hot topic report provides an essential how-to guide to Switch, exploring the key questions you need to answer when planning your own Switch strategy.

Evaluating the core components of what makes a successful Switch, with case studies of successfully Switched brands, make sure you have read this report before you implement your Switch strategy.

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