

HEALTH • HYGIENE • HOME

# Consumer health: time for a regulatory re-think?

PAGB

Representing the Consumer Healthcare Industry since 1919

Consumer health & OTC medicines

Patient empowerment and self-care

Regulatory harmonisation



## The role of self-care

Non-prescription, or over-the-counter medicines, are an essential part of self-care.



The world is experiencing:

A greater demand for accessible healthcare



Rising economic pressure on health systems



Current health expenditure which is unsustainable



Faster, busier, digital, more proactive, health conscious lifestyles



Greater self-care and patient empowerment are part of the solution



Embracing self-care can

- Improve lives
- Save money

## The value of consumer health

£2Bn



Minor ailments in General Practice cost the UK NHS around **£2 billion** in 2006-2007 – or **2.7%** of the total NHS budget

Of this, the **top 10 minor ailments** were responsible for:

75%

consultation costs

85%

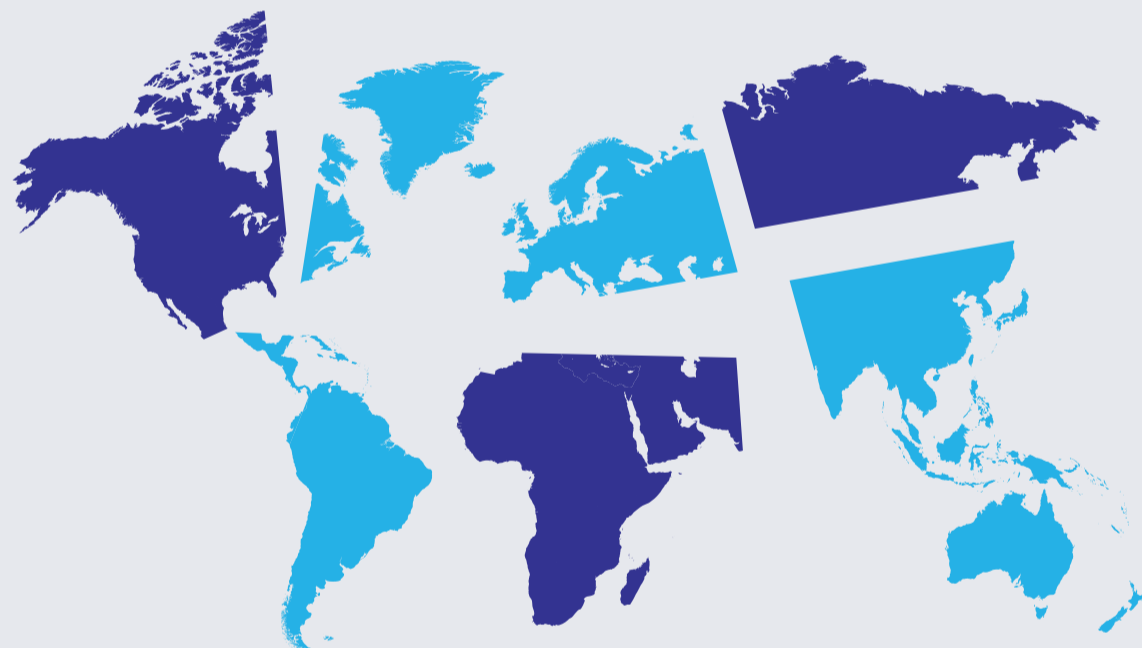
prescription costs

Amounting to **£1.6Bn**

Reference: PAGB, *Driving the self-care agenda*. Available at: <http://www.pagb.co.uk/information/PDFs/AndyTismanarticle.pdf>

## Realising the true potential of self-care

An **inconsistent and fragmented policy** and regulatory medicines environment is a barrier to improved access to consumer health and OTC medicines



RB is calling for key stakeholders including

- World Health Organisation
- Governments
- Industry
- Regulatory bodies
- Healthcare systems
- Decision makers

to come together to establish a set of guiding principles to encourage self-care and make self-care more accessible to more people

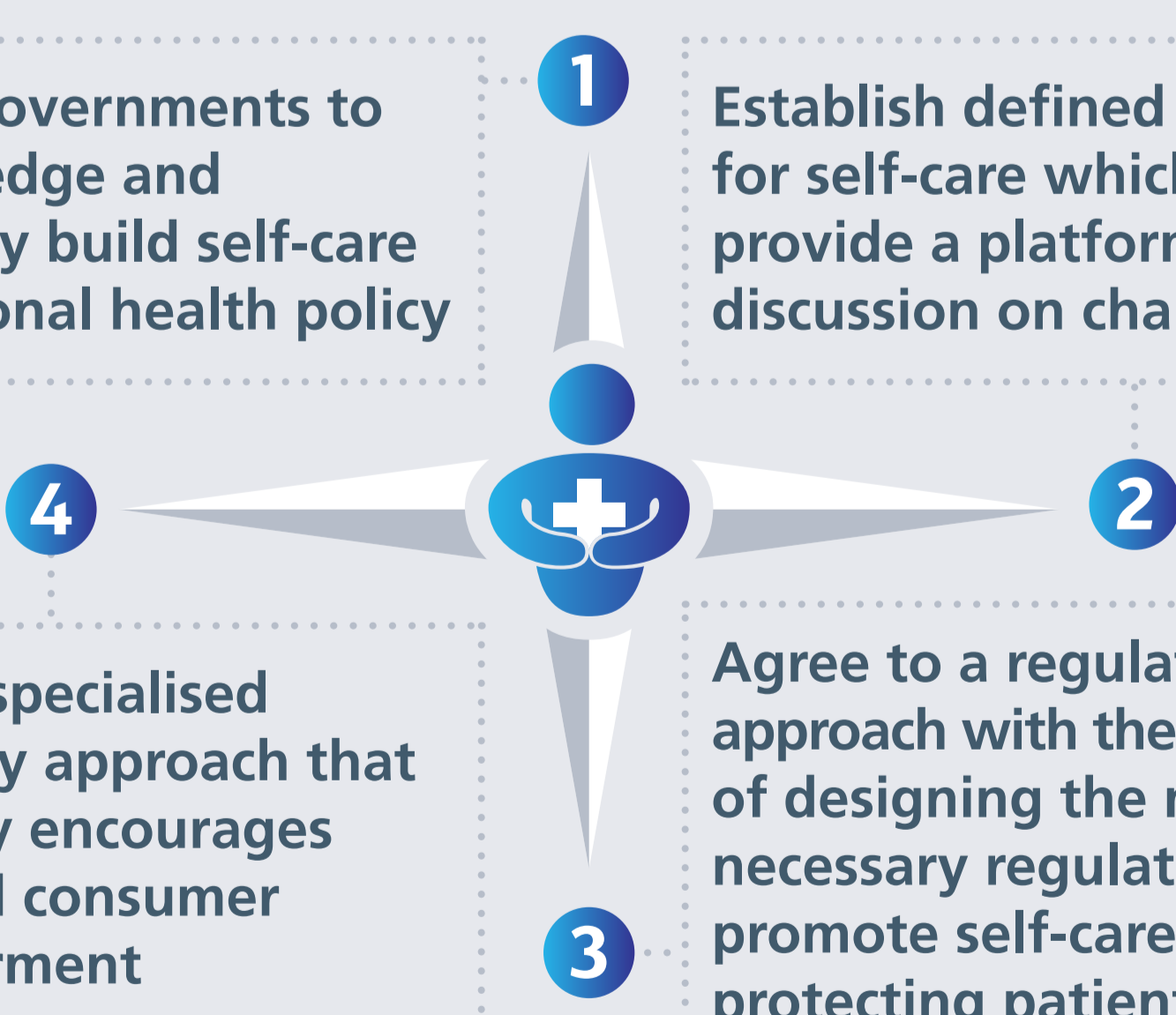
## Self-Care Guiding Principles

1 Call for governments to acknowledge and effectively build self-care into national health policy

2 Establish defined role for self-care which will provide a platform to drive discussion on change

3 Create a specialised regulatory approach that genuinely encourages enhanced consumer empowerment

4 Agree to a regulatory approach with the objective of designing the minimum necessary regulation to promote self-care while protecting patient safety



## We challenge all stakeholders to look outwardly and take action to:

- Improve the appreciation of the specific role of self-care and non-prescription medicines
- Begin a deeper dialogue about issues that will ultimately support people to self-care



Find out more in our Economist Intelligence Unit report:

<http://www.rb.com/media/1646/rb-eiu-consumer-health-report.pdf>