



SELF MEDICATION: THE NEW CHALLENGE FOR PHARMACISTS, PHARMACY AND INDUSTRY

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It is unquestionable that the legislative initiatives regarding liberalization and competition that have been passed one after the other in one year have created a real upheaval for the binomial pharmacist – pharmacy and have placed also the industry to face a new challenge.

In this presentation it is analysed the new situation, taking on consideration the legislative decrees, Storace and Bersani, their effects on the distribution market: pharmacy and GDO.

Different strategies for approaching the customer/patient in the GDO are compared and it is proposed a possible evolution of the binomial pharmacist – pharmacy.

New competences are considered, not only the scientific ones but also the managerial competences such as marketing levers.

In this challenge also the industry has to review its strategies, in particular regarding the distribution chain, analysing in which areas it is possible to create value.

The presentation is also a proposal for the evolution of the role of the pharmacist in the pharmacy form the industry point of view.