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ABN 55 082 798 952

# 2013 ASMI Conference

## Panel Brief

### August 2013

#### ***Panel Debate:*** **Complementary Medicines:**

- Their role in healthcare
- Key issues to address
- Aligning on the how do we move the industry forward

***MC:***  
Virginia Trioli

***Panellists:***  
Michael Smith  
Dr Lesley Braun  
Karen Carey  
Dr Lily Thomas  
Prof Scott Koslow  
Dr John Skeritt



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## CONFERENCE BACKGROUND

### About ASMI

The Australian Self Medication Industry Inc (ASMI) is the peak body representing companies involved in the **manufacture and distribution of consumer healthcare products** in Australia.

The Association also represents related businesses including advertising, public relations, legal, statistical and regulatory consultancy companies and individuals.

Since its establishment in 1974, the Association has focused its efforts on supporting the progress and development of the **consumer healthcare products industry, i.e. Over-the-counter products (OTCs) (e.g. pain killers, products for allergies, cough and colds) and complementary products (e.g. vitamins, minerals & herbal supplements).**

ASMI is a member of the World Self-Medication Industry (WSMI) and our President and Executive Director sit on the Board of that organisation. WSMI is a non-government organisation made up of over 50 member associations located on all continents of the world, with affiliations to the World Health Organization (WHO). Our membership of WSMI enables us to track and contribute to international trends and developments in consumer healthcare.

More information on ASMI is available on our website at: [www.asmi.com.au](http://www.asmi.com.au)

### About the Annual ASMI Conference

Our annual conference is the main event on the ASMI calendar and this is where our members and our stakeholders meet to share information and exchange ideas about issues of common interest. The conference attracts representatives of consumers, healthcare professionals (pharmacists and GPs), government, academia and other industry bodies.

The conference has also developed a reputation as a key networking opportunity.

The event has 3 major components:

#### Day Conference Sessions:

The day consists of plenary sessions only (ie no breakouts or concurrent sessions) from approximately 9.00am-6.00pm. Attendance for the day is around 250-300 people.

#### Trade Exhibition & Sponsors:

A trade exhibition of around 12-15 booths is open to all delegates from approximately 8.30am-4.30pm, with key traffic periods during catered breaks. Exhibitors are usually a mix of ASMI Members (majority are Associate Members) and Non-Members. Sponsorships are also sold for the event. Some exhibitors choose to take up sponsorship packages in addition to their booth.



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#### **ASMI Diamond Awards Dinner:**

The event concludes with Pre-dinner drinks (approx. 6.00-7.00pm) and a Dinner (approx. 7.00-10.00pm) where ASMI's annual Diamond Awards are presented. Attendance numbers are usually around 150-180 people. Some will be day attendees while others will attend for the dinner only.

#### **Delegates**

The event attracts around 250-300 delegates made up of:

**ASMI Ordinary Members:** usually senior leaders (Managing Director, Regional Director, General Manager etc), Marketing & Sales Directors and Managers, Regulatory Affairs Directors and Managers, some middle level managers from other areas.

**ASMI Associate Members:** usually senior leaders and middle management from law firms, advertising/PR agencies, contract manufacturers, sampling and packaging companies, regulatory consultants.

**Non-Members:** executives and senior leaders from GP and pharmacy organisations (e.g. Australasian Integrative Medicine Association, Pharmacy Guild, Pharmaceutical Society of Australia); consumer organisations (Consumers Health Forum); Government (Therapeutic Goods Administration, Department of Health & Ageing); other industry associations (e.g. Complementary Healthcare Council, Australian Food & Grocery Council, National Herbalists Association); academics and personnel from companies that are not currently ASMI members. -

#### **2013 Conference Details**

**When:** Thursday 14 November 2013

**Where:** Waterview Convention Centre, Bicentennial Park, Homebush, Sydney (see: <http://www.waterviewvenue.com.au/> for more information)

**Delegates:** Approx. 250-300 for day sessions, 150-180 for dinner (some attend both day and night, some dinner only)

**Trade Exhibition:** Approx. 12-15 booths.

#### **2013 Conference Theme:**

### ***"Self Care: Driving a Consumer-Centric Healthcare Future"***

The focus for the conference is ensure the **consumer is front and centre when considering the future** of self care in the Australian healthcare system, which is currently under increasing cost pressure. Nathan Taylor from CEDA's opening session will talk to the sustainability of the healthcare system as the context setter for the day.



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The morning plenary sessions will be dedicated to sharing insights about the healthcare consumer, their behaviors, habits and attitudes and will help frame the debate in plenary sessions later in the day. This understanding of the healthcare consumer's behavior will become an important frame of reference for developing the case for expanded self care as a critical element in building a sustainable healthcare system for the future.

The current agenda for conference (some speakers are still being finalised) is as follows:

Session	Speaker/s
AGM Registration & Morning Tea – ASMI Members Only	
Annual General Meeting (AGM) – ASMI Members Only	Mark Sargent, Deon Schoombie, Steve Scarff, Filomena Maiese
Conference Registration	
Welcome & Housekeeping	Mark Sargent, President, ASMI and Deon Schoombie, Executive Director, ASMI MC Virginia Trioli, Journalist and broadcaster Presenter ABC News CONFIRMED
<b>Plenary 1</b> Australian Healthcare System – the unsustainable model & the need for change	Nathan Taylor – Chief Economist at CEDA CONFIRMED
Morning Tea	
<b>Plenary 2</b> An overview of the Australian Healthcare Consumer	Professor Scott Koslow – School of Marketing Macquarie University CONFIRMED
<b>Plenary 3</b> Profiling the Healthcare Shopper	Rachel Shaw – Associate Director- Shopper at AC Nielsen CONFIRMED
Lunch	
<b>Plenary 4</b> Designing a Regulatory framework for the 21 <sup>st</sup> Century Consumer - Reforms - Status Update = ASMI - Interview/Q&A Session = TGA & Moderator (+ audience)	Reform Status Update - Deon Schoombie, Executive Director, ASMI Q&A facilitated by Virginia Trioli with Dr John Skerrett, National Manager of the TGA CONFIRMED
<b>Plenary 5</b> Complementary Medicines & the Consumer – Then, Now & in the Future.	Michael Smith – Consultant and Senior Fellow, Samueli Institute CONFIRMED
<b>Plenary 6 – Panel Debate:</b> Complementary Medicines - their role in healthcare, - key issues to address, - aligning on how to move the industry forward	Moderator - Virginia Trioli CONFIRMED Panellists: - Michael Smith CONFIRMED - Dr Lesley Braun Monash University CONFIRMED - Karen Carey Chair of CHF CONFIRMED - Dr Lily Tomas, President AIMA CONFIRMED - Prof Scott Koslow MU CONFIRMED - Dr John Skerrett TGA CONFIRMED
Afternoon Tea	
<b>Plenary 7</b> Schedule 3 (S3) – Is the Australian Consumer Missing Out?	Natalie Gauld (Director, Pharma Projects Ltd) - CONFIRMED
<b>Plenary 8</b> Social Media & the Healthcare Consumer	Jye Smith - VP Digital Webber Shandwick TO BE CONFIRMED
Closing	Mark Sargent, ASMI President, and Deon Schoombie, Executive Director
Pre-Dinner Drinks	
ASMI Diamond Awards Dinner	Master of Ceremonies: Filomena Maiese, Marketing & Business Development Director, ASMI

As outlined, the day will have a mixture of speakers/presentations, Q&A and panel sessions. We will also be driving audience engagement through the day with Q&A time after each speaker (roaming mikes and conference app which has Q&A function), live polling (through conference app) and a conference twitter #hash tag feed.

## Brief for your Plenary Session

**Plenary 6 – Panel Debate** = Complementary Medicines (CM's): Their role in healthcare, key issues to address and aligning on how to move the industry forward

TIME ALLOCTAED – 50 minutes + 10 minutes Q&A

BETTER HEALTH THROUGH RESPONSIBLE SELF CARE



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#### STRUCTURE OF PANEL DEBATE:

- 1) Each Panellist will be invited by the MC to make an opening statement:  
*"What is your perspective on the role of CM's in healthcare, and what are the key issues to focus on/address for the future"*

(3 minutes per panellist allocated – total 2min x 6 panellists = 12 minutes)

- 2) MC will begin to ask panel pre-prepared questions (next 35 minutes). Suggested topics and questions include:

#### **a) EXPLORING CM CONSUMER BEHAVIOUR**

**Target Panellists – Dr Lesley Braun, Karen Carey, Pf Scott Koslow**

- i) Official statistics show that 90% of Australians are not eating the required level of fruit and vegetables; doesn't this suggest that CM's have a role to play in nutritional supplementation?
- ii) Consumer demand for wellbeing and supplementation as well as the desire to 'do more' to manage their health is fuelling the growth of the CM industry. Shouldn't we promote this behavior?
- iii) How might we do this responsibly as an industry?
- iv) What is your perception on how consumers perceive CM's
- v) Does the consumer think of CM's differently to OTC's (direct to consumer researcher)
- vi) Some have argued for reform to CM packaging, advocating for the product packaging to inform the consumer on the way the product is regulated.
  - (1) Is this the role of packaging or is this information best suited elsewhere?
  - (2) Does the consumer want to know this detailed information?

#### **b) INTEGRATING CM'S INTO A TOTAL HEALTH SOLUTION**

**Target Panellists – Dr Lily Tomas, Michael Smith, Dr Lesley Braun**

- i) Consumers have made it very clear that they see a distinct role for these complementary medicines as part of an integrated approach to personal health, and they want GPs, pharmacists and other healthcare professionals to assist them in making the right choices. However, depth of knowledge and upstanding of CM's by these HCP groups is varied and inconsistent.
  - (1) Why do you think this is the case?
  - (2) How might we rectify this? (explore education and training, formal programs to integrate combined therapies, etc.)

#### **c) EVIDENCE FOR CM'S**

**Target Panellists – Michael Smith, Dr John Skerritt, Dr Lesley Braun, Dr Lily Tomas**

- i) CM's, unlike OTC's, have built their evidence based on historical and traditional use over many years. We are now in the modern day reconciling the need for 'scientific' evidence against this backdrop. Clearly generating this standard of data for the vast array of CM's available is impossible, and some would deem not necessary given the lower risk profile of CM's compared to OTC's.
  - (1) What are your thoughts on this?



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- (2) What is an 'acceptable' standard of evidence for CM's?
- ii) Some say we are only scratching the surface on the potential of CM therapies in managing conditions and for preventative health.
  - (1) How do we continue to build the evidence base for CM's? Currently there is no incentive to do further studies on CM's due to the lack of intellectual property protection
  - (2) How do we drive investment in this area – By industry? By government?

**d) POLICY FOCUS & CM'S**

**Target Panellists – Dr Lily Tomas, Michael Smith, Dr John Skerrett**

- i) The role of CM's is virtually nonexistent in government policy, yet have the potential to play a large role in preventative health (think fish oil and CVD, Calcium & Osteoporosis, etc.). How would you like to see CM's incorporated into public policy?
- ii) Should government fund research into CM's? Or provide industry with incentives to do so?
- iii) Should certain CM's with a strong evidence base in preventive health be reimbursed (eg: Fish Oil and CVD – refer to Deliotte Study)

**e) CM VS FOOD CLAIMS – LIKE EVIDENCE FOR LIKE CLAIMS**

**Target Panellists – Dr Lesley Braun, Karen Carey, Dr John Skerrett, Michael Smith, Pf Scott Koslow**

- i) How is it that a margarine product can claim cholesterol lowering with little data, but CM's can't. Shouldn't we have a position of 'like claim, like evidence'? The consumer doesn't tell the difference between food claims and CM claims, why are we holding the CM industry to a higher standard than the food industry?
- ii) Do we want to change this? How do we go about changing this?

- 3) MC Will then **open question time to the audience** (mixture of live questions with roaming microphones and questions feed through from conference app) – **10 minutes**
- 4) MC will conclude **summarizing key themes, areas of alignment and ways forward** (**1-2 minutes**)

**Event Logistics**

- Conference Registration will launch and open 8<sup>th</sup> August
- Bio's & Pictures required before or on 8<sup>th</sup> August for conference collateral
- Telecon with Panellists to align on structure, panel topic questions and logistics will take place between August /September
- The conference day will be filmed and uploaded to ASMI website and made available. Filming consent forms will be required to be signed prior to or on the day of conference (request will be sent out separately)
- Please advise of any logistics and travel support ASMI can provide to you prior or on the day



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- Panellists are to arrive no later than 8.30 at the conference venue to the “speaker’s preparation” booth located in the exhibition hall (next door to plenary session hall). All necessary logistics and administration will be finalised at that point, so it is imperative you register here upon arrival.

### **Your key ASMI contacts for conference:**

**Claire Johnston**, Member Event and Services Associate – 02 9923 9403, [claire@asmi.com.au](mailto:claire@asmi.com.au)

**Filomena Maiese**, Marketing & Business Development Director – 02 9923 9417, 0408 500 691  
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