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5 July, 2010

MEDIA ALERT

Australian Self Medication Industry National Conference *“Bringing Self Care to Life”*

The delivery of next-generation online health services that help facilitate patient self-care will be a central focus of the Australian Self Medication Industry (ASMI) national conference to be held in Sydney in November.

Bob Gann, the Head of Strategy & Engagement for NHS Choices, the online 'front door' to the United Kingdom National Health Service (NHS), will be a keynote speaker.

The service saves the U.K. system £44 million (\$74 million) a year by reducing avoidable and unnecessary GP consultations. It holds some 80,000 pages of information and recorded 100 million visits over the past year.

“The U.K. health system has been transformed to make best use of its GP workforce by promoting health literacy and providing patients with essential information to encourage preventative health and self-care,” said the Executive Director of ASMI, Ms Juliet Seifert.

“There are clear lessons for Australia as to how we can empower consumers to make good health choices, and how we make better use of our front line health workforce including pharmacists”.

The ASMI conference will hear the latest on government health reform together with debate about regulation of medicines including complementary medicines, the issue of advertising of over-the-counter (OTC medicines), and trends surrounding switches of prescription to OTC medicines.

When: Thursday 18 November 2010

Where: Australian Technology Park, Redfern, Sydney

Time: 11.00 am – 6.00 pm followed by Awards Dinner at 7.00 pm

Other speakers and panelists include:

- **Nicola Roxon**, Minister for Health & Ageing, (invited)
- **Julian Henderson**, Health Call Centre Network
- **Carol Bennett**, Consumers' Health Forum of Australia
- **Dr Lesley Braun**, Monash University
- **Nicholas Hall**, Nicholas Hall & Company
- **Brendan O'Loughlin**, Pharmacy 4U
- **Brett Clark**, Chemist's Warehouse e-pharmacy
- **Bill Curtis**, CJB Advertising

- **Dr Norman Swan**, ABC Radio National, *The Health Report*

For the full conference program, click [here](#) or go to www.asmi.com.au

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