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## MEDIA ALERT

### Health experts to discuss integrating Self Care into the Australian healthcare system

A major health industry conference in Sydney next month will hear from a diverse range of speakers on ways of integrating the concept of Self Care into the Australian healthcare system.

The Australian Self-Medication Industry Conference, titled, *Integrating Self Care into the healthcare system*, will be held on Wednesday 19 November at Australian Technology Park Redfern.

The conference will hear speakers from the Federal Government, the healthcare industry, pharmaceutical companies and pharmacists on the future of Self Care and its impact on individuals and health budgets.

The concept of Self Care has become an integral part of the UK health system in recent years. It involves a fundamental shift from cure to prevention in which individuals are given information and education to enable them to take greater personal responsibility for their health.

The Executive Director of ASMI, Juliet Seifert said: "A self-care focus has considerable capacity to change individual behaviour and help to achieve sustainable health budgets while targeting the highest priority health issues".

Topics to be discussed include the evidence for Self Care and its global evolution, future directions in therapeutics regulation, and the development of a Self Care alliance in Australia.

Speakers and panellists include:

- **Senator Jan McLucas**, Parliamentary Secretary to the Minister for Health & Ageing
- **Dr Rohan Hammett**, Therapeutic Goods Administration
- **Kos Sclavos**, Pharmacy Guild of Australia
- **Professor Ron Penny**, National Health and Hospitals Reform Commission
- **Nicholas Hall**, Global expert on OTC marketing
- **Kate Carnell**, Australian Food & Grocery Council
- **Dr Paul Gross**, Health Group Strategies
- **Robyn Williams**, Science journalist and broadcaster
- **Tom Booth**, VP International OTC/Consumer Health Care, Schering Plough
- **Diane Walsh**, Consumers Health Forum
- **Katherine Doric**, Nielsen
- **Fabian Dwyer**, IMS Health
- **Sheila Kelly**, Proprietary Association of Great Britain



BETTER HEALTH THROUGH RESPONSIBLE SELF CARE



The conference will also see the release of new findings from Nielsen on the global attitudes of consumers to addressing minor ailments.

International expert, Nicholas Hall will examine the global market for over-the-counter (OTC) medicines and the scope for these to play a greater role in consumer healthcare.

The future of regulatory arrangements for the Australian pharmaceutical industry will be a major topic with contributions from Senator Jan McLucas, the Parliamentary Secretary to the Minister for Health and Ageing, and Dr Rohan Hammett, from the Therapeutic Goods Administration.

A panel session will look at the building blocks for Self Care and will include Dr Hammett, Professor Ron Penny, Kos Sclavos, Kate Carnell and Diane Walsh, moderated by ABC science broadcaster, Robyn Williams.

Australia's best known media doctor, Dr John D'Arcy will be the guest at a gala presentation dinner to recognize excellence in the consumer healthcare industry.

## **Australian Self-Medication Industry Conference**

**Wednesday, 19 November 2008**

**Australian Technology Park, Redfern, Sydney**

**Conference site:** [www.asmi.com.au/events/default.aspx](http://www.asmi.com.au/events/default.aspx)

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About ASMI: The Australian Self-Medication Industry (ASMI) is the peak industry body for the Australian self care industry representing consumer healthcare products including over-the-counter medicines and complementary medicines. ASMI's mission is to promote better health through responsible self-care. This means ensuring that safe and effective self-care products are readily available to all Australians at a reasonable cost. ASMI works to encourage responsible use by consumers and an increasing role for cost-effective self-medication products as part of the broad national health strategy. [www.asmi.com.au](http://www.asmi.com.au)

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