

PRESS RELEASE

15TH AFIPA BAROMETER OF SELF-CARE PRODUCTS

- Selfcare¹ is the primary healthcare solution for many people in France
- The healthcare professionals confirm this trend
- Afipa challenges the candidates to the presidential election to seriously include selfcare in their political programmes

Paris, 03 February 2017 - Afipa (French Federation of the Pharmaceutical Industry for Responsible Self-Medication) presents the results of the 15th barometer of selfcare products, conducted in collaboration with OpenHealth².

SELF-CARE IS GLOBALLY DYNAMIC, BUT THE DEVELOPMENT OF SELF-MEDICATION IS LIMITED

The increase in selfcare demonstrates that **many people in France consider selfcare as their primary healthcare solution**: +4.8% in value compared to 2015 (i.e. + 3 883 M€) for selfcare. This year, selfcare has remained a **solid growth contributor for pharmacies**: it represents **10.7% of the pharmacies' total sales and contributes 25% to their growth**.

It is to be noted that **the gastro-enteritis epidemic of December 2016 illustrated that patients do self-medicate** in order to deal with their minor health issues: +21% visits in French pharmacies in December alone compared to the yearly average. **Self-medication can therefore perfectly regulate the healthcare process for minor health issues and must be the first step of the healthcare process**.

However, **self-medication did not have a very strong increase in 2016: +3.3%, i.e. + 2 331 M€ compared to 2015, in spite of low prices: 4.74 euros on average for self-medication medicine**. France therefore remains behind other European countries. This lack of development prevents French people from being able to take care of their own health more easily and totally safely. Unfortunately, too many self-medication medicines are not accessible over the counter in France, whereas they are available in other European countries.

THE CURRENT SITUATION IS FAVOURABLE TO THE DEVELOPMENT OF SELF-CARE AS A SUSTAINABLE ANSWER TO PUBLIC HEALTH ISSUES

Today, the healthcare system is facing many structural challenges: deficit of the Public Health Insurance, saturation of doctor offices and medical emergency services, development of chronic and long-term diseases. In addition, the healthcare system no longer meets the expectations of French people: easy access, autonomous care of one's own health, financial savings.

For the pharmaceutical industry, the challenge today is therefore to demonstrate that **selfcare represents a proper response to the French people's new expectations** and a sustainable solution to maintain solidarity-based financing for long-term and/or severe health conditions. Indeed, the development of self-medication would generate 1.5 billion euros savings in one year⁴.

3 main reasons to self-medicate³

72% of the patients know the proper treatment

66% want to take care of their own health quickly

30% want to avoid unnecessary Public Health Insurance spendings

¹ Selfcare is a behaviour by which the individual himself takes care of his own health and well-being. Afipa associates to selfcare 3 categories of products, available over the counter in pharmacies: self-medication medicine, medical devices and food supplements.

² Conducted on the Xpr-SO® panel of OpenHealth: this panel of 3 004 pharmacies is representative of the French pharmacies as a whole. Results in mainland France, excluding Corsica. The data does not include prescription sales. The indicators are based on the self-medication sales with pharmacist advice.

³ 60 Millions de consommateurs. Mediaprism survey, December 2015.

⁴ Afipa. « Economic impact resulting from the updating of switches and de-reimbursements in France », OpenHealth survey, January 2016.

⁵ Afipa. « Self-medication in France, pharmacist survey », Ipsos survey, December 2016.

⁶ Afipa. « The French people, the General Practitioners and responsible self-medication », Ipsos survey, December 2015.

- **98% of the pharmacists**⁵ and **59% of the doctors**⁶ consider that the development of self-medication would de-saturate medical offices.
- The development of self-medication would contribute to reducing healthcare spendings, according to **94% of the pharmacists**⁵ and **53% of the doctors**⁶.

Healthcare professionals agree with this analysis and consider that **self-medication is a credible way to de-saturate medical offices and reduce healthcare spendings**.

They are willing to support this development and want self-medication to be supported by public information campaigns (for 98% of the pharmacists). “A proposal which has Afipa’s full support, as it is totally in line with the measures promoted by the Federation” explains Dominique Giulini, President of Afipa.

2017 : NEW PERSPECTIVES FOR SELF-CARE ?

« Considering the current healthcare situation, the 2017 elections represent a major opportunity to promote selfcare as a strong Public Health asset. This highlight in French politics must lead to a change in orientation and the acknowledgement of selfcare – via the development of self-medication – in the government’s healthcare strategy. We are right now in battle order to challenge the presidential candidates on this topic and we are, just like them, launching our campaign!» indicates Dominique Giulini.

As a reminder, in March 2016, Afipa had made several proposals in its Manifest for the Development of Selfcare in France. The measures fit into 3 categories:

- **develop the offer of self-medication medicine over-the-counter**, by defining a list of benign pathologies and switching more molecules ;
- **inform and train the patients** via public information campaigns and **associate the healthcare professionals** to this reform;
- **ensure financial accessibility for all** by including self-medication spendings in the universal illness coverage (CMU/C) and by applying a proper VAT rate of 2.1%.

ON FEBRUARY 13TH, AFIPA IS LAUNCHING ITS CAMPAIGN BASED ON WIDE-SCALE COMMUNICATION AND A CLAIM:

Our objective ? Increase awareness, create a debate on why selfcare is beneficial to the community, and make our political decisions-makers realise that selfcare must be included in the future healthcare strategy of our next government.

With this uninhibited signature, Afipa aims to challenge all stakeholders of the healthcare system. This operation is based on a multi-support campaign, which includes:

- **a press campaign** in two daily newspapers - Le Figaro and Le Parisien - to invite all stakeholders to participate in the debate.
- **an open letter** and a fake box of medicine, with a leaflet to be sent individually to the personal attention of the French political decision-makers.
- **a general public radio information programme** to increase self-medication awareness among the French people.



Afipa is the professional federation representing the companies which produce and commercialise health care products available over-the-counter in pharmacies (self-medication medicine, medical devices and food supplements).

Almirall, Bayer Healthcare SAS France, Boiron, Bouchara-Recordati, Diepharmex, Expanscience, Galderma, Laboratoires Genevrier, Gifrer Barbezat, Laboratoires Gilbert, GSK SGP, HRA Pharma, Ipsen Pharma, Johnson & Johnson Santé Beauté France, Labcatal, Laboratoires Lehning, Mayoly-Spindler, Melisana-Pharma, Merck Médication Familiale, Nutrition et Santé, Omega Pharma, Pfizer Santé Familiale, Pierre Fabre Consumer Health Care, Procter & Gamble Pharmaceuticals France, Reckitt Benckiser Healthcare France, Sanofi-Aventis France, Semes S.A., Therabel, Laboratoires Tonipharm, UPSA SAS, Laboratoires Urgo, Weleda S.A, Zambon France.

Consult Afipa on: www.afipa.org , www.masantemonchoix.org and Twitter: [@afipa](https://twitter.com/afipa)

Responsible self-medication is the possibility for individuals to deal with their illness by taking self-medication medicine which is authorised, over-the-counter, safe and efficient in the use conditions indicated, with pharmacist advice (source: World Health Organization (OMS) year 2000).

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