



5th European CHC Strategy Forum

The Future of Pharmacy and Patient Interaction

Entering an age of personalization, digitalization, and evolving channels

Hilton Hotel Munich Airport, October 10, 2019

Personalization, digitalization, and evolving channel environments will create both opportunities and challenges for stakeholders in the CHC market, impacting the entire customer journey. What will the future of patient and pharmacy interaction look like? We would like to invite you to come and discuss the impact of:

- Personalization: What can we learn from other industries, and how can we apply this insight to CHC?
- Digitalization: How does increased data on customers' health affect the customer journey?
- Evolving channels: How will new online channels change the pharmacy landscape and stakeholder interaction?

Why attend?

Join us at Simon-Kucher & Partners' 5th European CHC Strategy Forum, where we will share key industry insights into the future of pharmacy and patient interaction and discuss ways to leverage the resulting opportunities in CHC business.

The forum will explore the opportunities and challenges that personalization, self-care, and digital transformation create for your sales, pricing, and marketing strategies in generating incremental growth. We would like to hear your perspective on the future of the consumer healthcare market and invite you to participate in our first-ever panel discussion with high-ranking industry experts, including the manager of a large European online marketing fulfillment company.

Speakers



Dr. Clemens Oberhammer

Partner
Simon-Kucher & Partners



Christian Rebholz

Partner
Simon-Kucher & Partners



Jan Merkel

Senior Director
Simon-Kucher & Partners



Thomas Krawczyk

COO
Zur Rose Pharma GmbH



Marc Huijbregts

Global Head of Digital Strategy
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with more than 1,300 professionals in 38 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com

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10:30 a.m. – 11:00 a.m.	Registration
11:00 a.m. – 11:15 a.m.	Welcome and Introduction Dr. Clemens Oberhammer
11:15 a.m. – 12:00 p.m.	The Modern Patient: The Emergence of Personalization Christian Rebholz
12:00 p.m. – 12:45 p.m.	Digital Strategies: The Self-care Customer Journey Marc Huijbregts
12:45 p.m. – 01:45 p.m.	Lunch
01:45 p.m. – 02:15 p.m.	The Pharmacy Landscape in 2025: The Rise of New Online Channels Thomas Krawczyk—Zur Rose Pharma GmbH
02:15 p.m. – 03:15 p.m.	The Future CHC Environment in Europe Panel discussion with external speakers and Simon-Kucher & Partners
03:15 p.m. – 03:30 p.m.	Key Takeaways and Lessons Learned Dr. Clemens Oberhammer
03:30 p.m. – 04:30 p.m.	Networking reception with drinks and snacks

**Registration**

Participation is free of charge. Please register early, as space is limited.
Registration closes September 5th.

www.simon-kucher.com/european-chc-forum

**Your contact for questions**

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**Your contact for hotel reservations**

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**Venue**

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