

5th European CHC Strategy Forum

The Future of Pharmacy and Patient Interaction

Entering an age of personalization, digitalization and evolving markets

Hilton Hotel Munich Airport, October 10, 2019

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