

The background of the slide is a collage of medical-related images, including a close-up of a syringe, a blister pack of pink tablets, and a medical device. The collage is overlaid with large, semi-transparent geometric shapes in shades of blue and white. A large red triangle is located in the bottom right corner.

OTC: The Fundamentals of Consumer Self Healthcare & Communications

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A growing group of consumers and patients are taking responsibility for the management of their own health. Local and national authorities are endorsing this patient empowerment and its direct impact on lessening the burden on the National Health Systems. As a result, companies are keen to win and gain market share in suitable and dynamic market segments.

It is no surprise, OTC (Over-the-Counter) is on the rise.

As a direct result, consumer SELF Healthcare is attracting a lot of interest from many different players: from Pharma to the Non-Healthcare Consumer Product Industry. Companies see the potential and are keen to develop these markets. It is also no surprise that consumer marketing is the big question that needs to be answered.

OTC's comprise a broad range of self-care products to treat, to relieve, to prevent and to diagnose health issues. OTC's comprise medicines, and also switches, medical devices, food supplements, naturals and phytos, derma cosmetics etc. Examples include: nasal sprays for hay fever, creams for eczema, heart rate monitors, vitamin pills etc.

What does it mean to market OTC's to consumers? What should be the indication? What should be the positioning? Where is the competitive spot with attractive claims and profitability? How to win in communication in modern media times? How to decide on distribution and supply? What would be the best pricing and packaging? What investments are needed? Can you make a line extension to an existing brand? Can you make a switch? Can you engage HCP?



More and more consumers and patients are taking responsibility for the management of their own health.

What does it mean to marketing OTC's to consumers? What should be the indication? What should be the positioning? How can you win in today's media world?

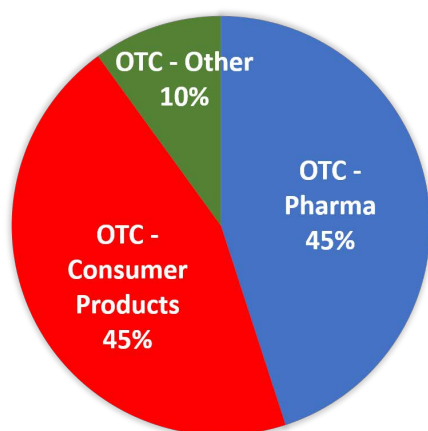


Is this programme for you?

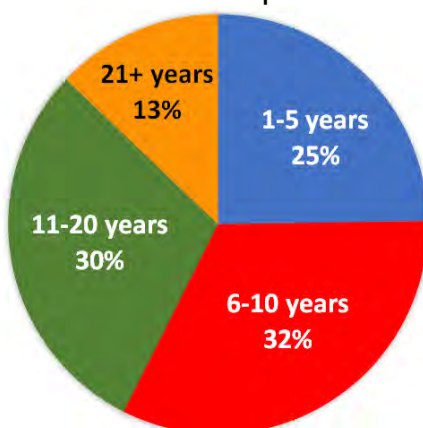
As marketing manager, medical or regulatory manager, product manager or sales manager, you need to make the right analysis and decisions to come up with the tools for your organization to focus on your target consumers and develop your business in the most efficient and effective way. This programme is ideal for: Business Managers, Marketing Managers and Executives responsible for or contributing to corporate strategy and responsible for its implementation within their departments. Participants typically have more than 6 years of professional experience.

Profile of Typical Participants

Sector



Professional Experience



Key Competencies

- Consumer Marketing
- Consumer Health Trends
- Segmentation
- Consumer Engagement
- Distribution Management
- Planning to Action
- Creativity
- Consumer Empowerment



Join millions of managers who have already participated in MCE's Open Training Programmes



How will you benefit

After participating in this programme you will be better able to:

- support the development and implementation of your company's OTC business strategy towards the end consumers
- understand the consumer healthcare trends
- identify suitable strategies for consumer healthcare products
- shape winning positioning strategies
- select and develop the appropriate marketing mix
- engage targeted consumers
- plan effective communication to target consumers, distributors, endorsers
- plan effective action plans to harness success



Learn and Practise

FZis 2 day programme focuses on the key skills and behaviours you need as a manager today to market OTC's to consumers.

Module 1: Global trends in Consumer Health

- Demographics, technology, health economics
- Shift to self care management , prevention, treatment, relief
- Multiple examples of patient and consumer empowerment

Module 2: Consumer Marketing: a holistic approach

- The elements of the new marketing way
 - Market and consumer segmentation
 - Positioning
 - Creative approach
 - Media selection
 - Connection with excellence in medical, regulatory, supply , sales, trade, distribution,
 - Best practices from around the world
- The must haves
 - Consumer engagement based on insights
 - Importance of branding and communication
 - Return on investment , allocation of budgets, KPI's
 - Role of pharmacist
 - Role of physician
 - Regulatory landscape
 - Distribution landscape

Module 3: From Planning to Action

- Focus on the development of real plans and how to execute your strategies.
- Case studies from the OTC Industry



Practical Details

The **OTC: Fundamentals of Consumer SELF Health Care & Communications** is available as a Face-to-Face programme.



Face-to-Face

OTC: Fundamentals of Consumer SELF Healthcare & Communications

| | |
|------------------------------|-----------------|
| For New & Mid-level Managers | 2 Days €2750 |
|------------------------------|-----------------|

Learn how to market OTC to consumers. Focus on positioning, competition, communication, distribution, branding and more.



Classroom



2 Days



€2,750

LIVE ONLINE VERSION IN 2020

MCE is currently developing the Live Online version of this OTC programme. If you would like to be kept up-to-date on its launch dates, **simply send an email to info@mce.eu with the subject line "keep me up-to-date on OTC".**

To register or find the latest dates:

www.mce.eu

info@mce.eu

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→ Key Facts About MCE



500,000

*Participants on MCE
training programmes since
1961*



59 years

*Providing Learning &
Development (L&D) services in
the EMEA region*



1,700

*Client companies which we have
worked with delivering
customized & in company
learning solutions*



6,200

*In Company Training
Solutions delivered in
more than 94 countries*



70+

*Open Training
Programmes running
throughout the EMEA
region - Online and
Face-to-Face*



10,000+

*Managers & Leaders inspired by
MCE's management
development solutions each
year*

