

What is the role of Self-care in future Health Care reforms?

Going to see a doctor isn't always necessary or convenient, especially when we feel we can take care of it ourselves. We want simple and effective solutions that allow us to get back to normal fast. Furthermore, self-care helps reduce pressure on the entire system. When people take more responsibility for their own health, healthcare is given the opportunity to take care of those who are more seriously ill.

Today, a patient usually get access to medicines either via a prescription by a doctor or buying over the counter (OTC) medicines at a pharmacy or grocery store. Would the introduction of a pharmaceutical range, an intermediate position between prescription and OTC where the pharmacist asks control questions and gives advice on use, help relieve a pressured healthcare system? Can the pharmacy's role in the care chain be designed to develop self-care towards greater patient safety and better quality? What lessons can we learn from international examples?

AESGP and Lif – The research-based pharmaceutical industry welcomes you to a discussion on the role of self-care in future health care reforms, and inspiration and lessons from the UK Pharmacist only medicines and from Germanys "The Green Recipe".

When: Thursday 9th March 13.00-14.15

Where: City-Life, Sveavägen 63

Keynote speakers:

- **Traugott Ullrich**, Med Dr. General Manager Schwabe, Germany, Chairman of the AESGP board
- **Michelle Riddalls**, Chief Executive Officer PAGB and member of the AESGP board

The presentations will be commented by:

- **Agneta Karlsson**, DG of TLV and former state secretary at the Ministry of Health
- **Johan Hultberg**, Member of the Swedish Parliament, and member of the Health Committee, The Moderate Party

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