

APSMI Newsletter

Autumn and Winter 2021

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1. Japan

1) Symposium for Self-Medication Day 2021

On July 19, 2021 Japan Self-Medication Industry, supported by Japan's Ministry of Health Labor and Welfare as well as Japan Federation of Self-Medication Industries, held on-line Symposium for Self-Medication Day 2021.

As the Symposium's Keynote Speech, Mr. Shunichiro Ito, CEO of LEBER Co. Ltd., delivered "DX (Digital Transformation) protects people and medical care". Mr. Ito reported the experience of his company, which conducts on-line medical consultation via smart phone app as its main business. He stressed that remote medicine can reduce medical expenditure and rationalize the use of medical resources.

The following speaker, Mr. Toshihiro Hayashi from MHLW discussed the possibilities of self-medication, especially of that realized through switching prescription drugs into OTC drugs, to curb the nation's medical expenditure. He presented government policies to promote self-medication, including deduction of households' expenses for OTC drugs from their taxable incomes.

The other speakers and panelists emphasized, inter alia, the importance of health literacy to attain effective self-medication.

More information on the event is available at [セルフメディケーションの日 シンポジウム2021 日本 OTC 医薬品協会 \(jsmi.jp\)](https://www.jsmi.jp/).

2) 14th OTC Drugs Familiarizing Event

On October 18 and 19, 2021, Japan Federation of Self-Medication Industries organized with several supporting organizations the 14th OTC Drugs Promulgation Event at Kanda-Myojin Shrine, Tokyo. With its tagline of “Know OTC drugs better and use them rightly,” the event presented speeches on the stage and promotion booths at the venue operated by OTC drug makers.

A video message from the Governor of Tokyo Metropolis, Ms. Yuriko Koike was played on stage and a high-ranking MHLW official made a remark in person. A total of 15 presentations of OTC products from their makers were made. The event was simultaneously broadcast on YouTube. The archived videos are available at [「よく知って、正しく使おう OTC 医薬品」 OTC 医薬品普及啓発イベント - YouTube.](#)

2. Philippines

1) CHAP presents suggestions on e-pharmacy to Philippine FDA

On June 2021, Consumer Healthcare Association of the Philippines (CHAP) had the opportunity to have face to face meeting with Food and Drug Administration – OIC Director General, Dr. Oscar Gutierrez Jr., and his team to discuss about ecommerce and e-pharmacy.

CHAP was able to present suggestions that will help define policies and guidelines for e-pharmacy that would result to clear-cut operating model, in line with the concerns of the FDA, while providing benefits to the consumers.

As of this writing, FDA is finalizing the guidelines on operations of drug establishments engaged in e-pharmacy for over-the-counter medicines.



From left to right: *Raymond Sia* – FDRO IV, FROO, *Carolyn Custodio* – FDRO V, FROO, *Menina Barbara Santiago* – Planning Officer II, FROO, *Alfredo So* – CHAP President / Reckitt Benckiser, *Dr. Oscar Gutierrez, Jr.* – OIC Director General - FDA, *Joseline Lim* – CHAP Immediate Past President / GlaxoSmithKline Consumer, *Liezl Sevilla* – CHAP Vice President/ Abbott Laboratories, *Arnold Alindada* – OIC Deputy Director General – FROO