



Community  
of Intersectoral  
Belgian Healthcare

The background of the page is a photograph of a professional conference or seminar. In the foreground, the backs of several audience members' heads are visible as they sit in rows of chairs. In the background, a man in a white lab coat and a striped tie stands at a podium, addressing the group. A large projection screen behind him displays a close-up of his face. The entire image is overlaid with a semi-transparent teal and green color scheme, and a large, stylized graphic of concentric arcs is visible in the lower-left corner.

## Trends in pharmacies services



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[www.cibh.be](http://www.cibh.be)





Dear member,

Navigating the pandemic for all of us has been an unprecedented, once-in-a-lifetime challenge. Empowering teams to collaborate and work remotely suddenly became paramount. We truly missed frequent personal interactions with you but used this time as an opportunity to reinvent our future.

For more than 50 years CIB has been facilitating market research studies and networking opportunities dedicated to sales & marketing professionals in the pharmaceutical industry.

We are happy to announce that we will **expand** our activities to the **full life sciences** industry and its stakeholders, creating a unique non-existing network for pharmaceutical, OTC and medical devices companies with new projects and innovative ideas. In order to live up to its name CIB will become **CIBH: Community of Intersectoral Belgian Healthcare**.

The power of a strong life sciences network that professionals like you build with peers is invaluable in allowing:

- to learn from one another
- to share knowledge
- to develop your business
- to inspire stakeholders through exclusive live events

We are grateful for your loyalty through all this years and wish you a healthy and successful symposium. We hope to see you at our upcoming events and have rewarding moments to share with each other!

**Roland De Schryver**

CIBH President

## Become a member !

Become a member and enjoy  
events and advantages

### How?

Contact us to have  
more informations :  
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**Diane Van Overstraeten**  
Secretary  
[secretary@cibh.be](mailto:secretary@cibh.be)  
011 68 21 02



## Planning of 2022

**17-02-22** Webinar

### Online Event: présentation

**Lieven Annemans**

Professor in gezondheidseconomie, Ghent University

**Dominique Winand**

Ingenieur Chimiste

**21-04-22** Fosbury & Sons  
Brussels

### The evolution of marketing tools in and out the pharma sector

**Bruno Liesse**

Managing Director Polaris

**Pierre Collard**

Co Founder Seek & Care

**02-06-22** La Ferme du Grand marcha  
Pont-à-Celles

### What's the future of the Belgian pharmacy?

**Bruno Liesse**

Managing Director Polaris

**Romain Courio**

Business Developer - Pharmacy Cap 3000

**Paul Moreau**

CEO - Redpharma

**Eddy Gilissen**

Senior Director Supplier Alliances of IQVIA

**15-09-22** Fosbury & Sons  
Brussels

### The future of the medical sales representative and their coaching

**Anne-Françoise Peigneux**

Formatrice et coach, spécialisé en ressources humaines et gestion d'équipes

**Bruno M. Wattenbergh**

Chairman du EY Belgium Innovation Board - Professeur de stratégie & d'Entrepreneurship chez Solvay Business school

**27-10-22** La Ferme du Grand marcha  
Pont-à-Celles

### Patient centric approach through customer journey

**Jean-Charles FIGONI**

CEO - IDKLIC

**Prof. Claude Boffa**

Professeur Honoraire de l'Université, Sales and Distribution Management, Solvay Brussels School

**15-12-22** Le Chalet Robinson  
Brussels

### X-mas Drink - Politic and economic review of 2022

**Georges-Louis Bouchez**

Président du MR

**Brieuc Van Damme**

CEO KBF



# THE FUTURE OF THE BELGIAN PHARMACY

02.06.22  
Conference

**Bruno Liesse**  
Sr Marketing & Research





1

# Approach

Let's start with the methodology



## Approach

- Local quantitative survey via AQ Rate
- April-May 2022
- N = 1000 individuals, 21-70 y.o. (online)

2

# Insights

The learnings



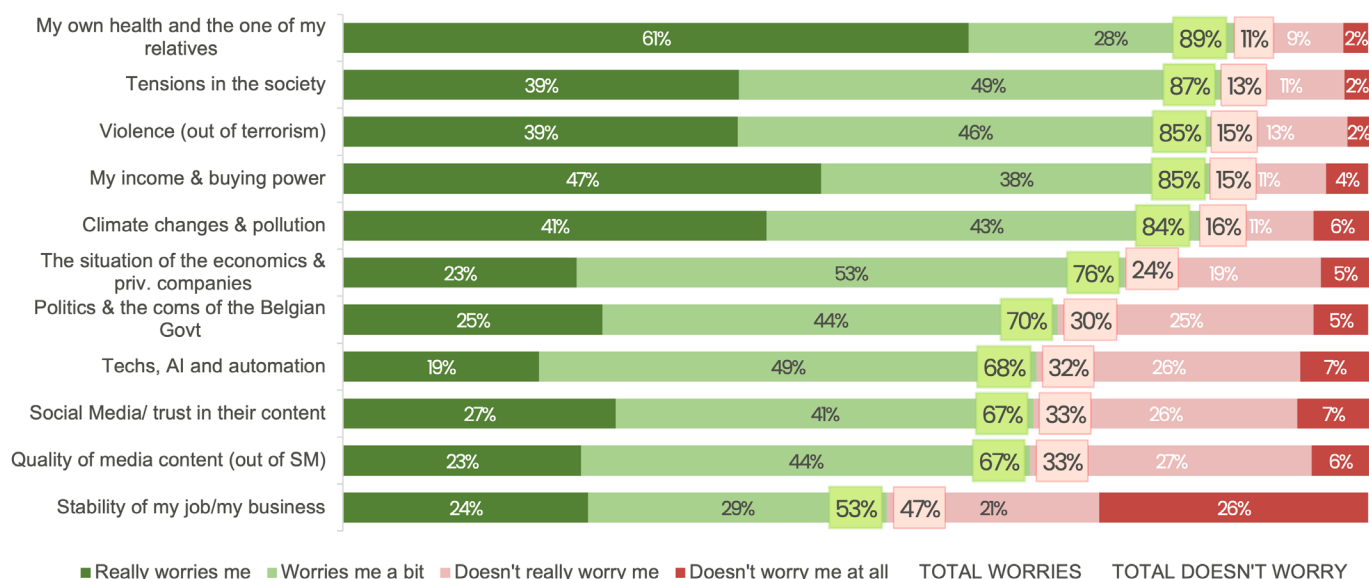
## TOP 3

- Their own health and of their relatives first
- Tensions in the society
- Finance & business come later



## Main Worryings

Base : total  
N=1000







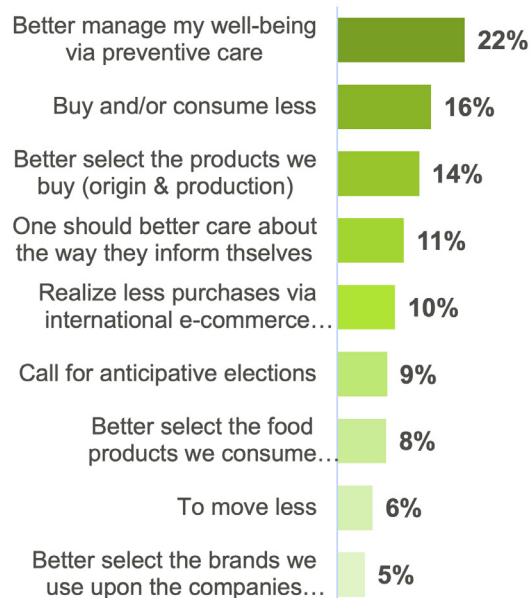
# Preventive Care

To better manage our well-being as a priority

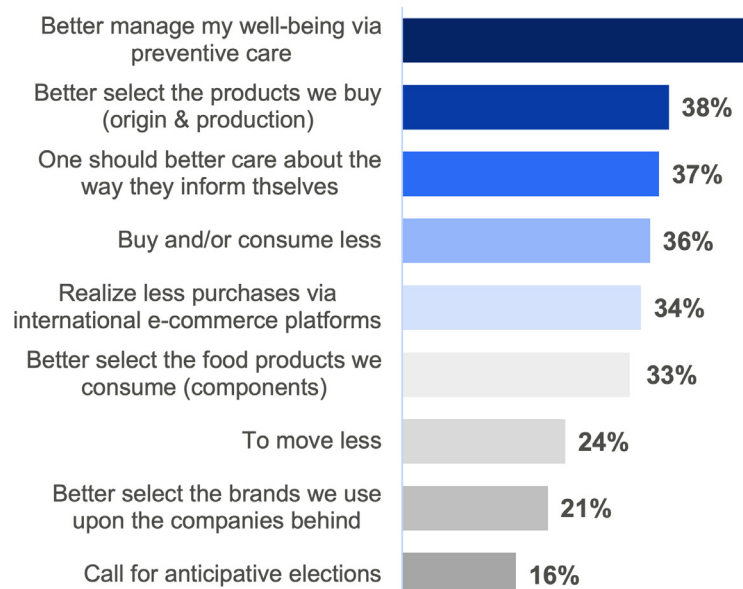


## Priorities : decision to take

### 1<sup>st</sup> Priority



### TOP 3





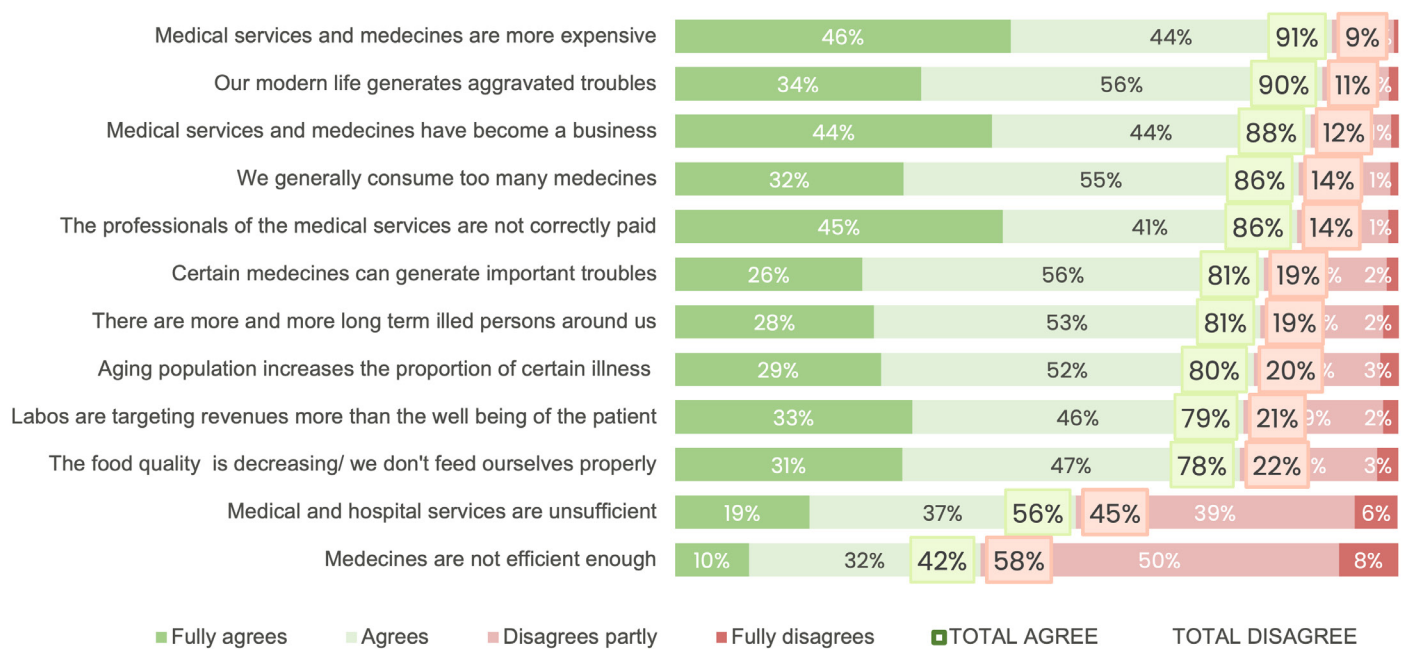
# Price increase 91%

say that medical services  
& medicines are more expensive



## Attitudes towards health topics

Base : total  
N=1000







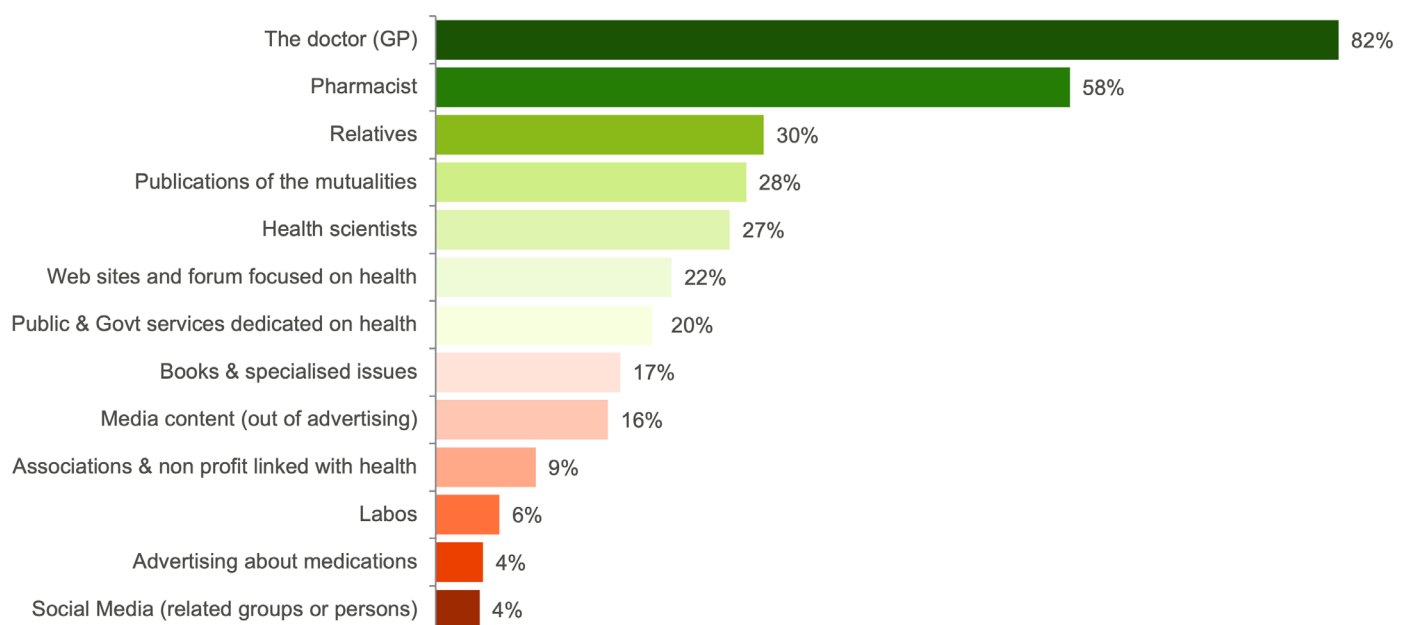
# The GP

... remains the principal source  
about health topics



## Information sources about health topics

Base : total  
N=1000





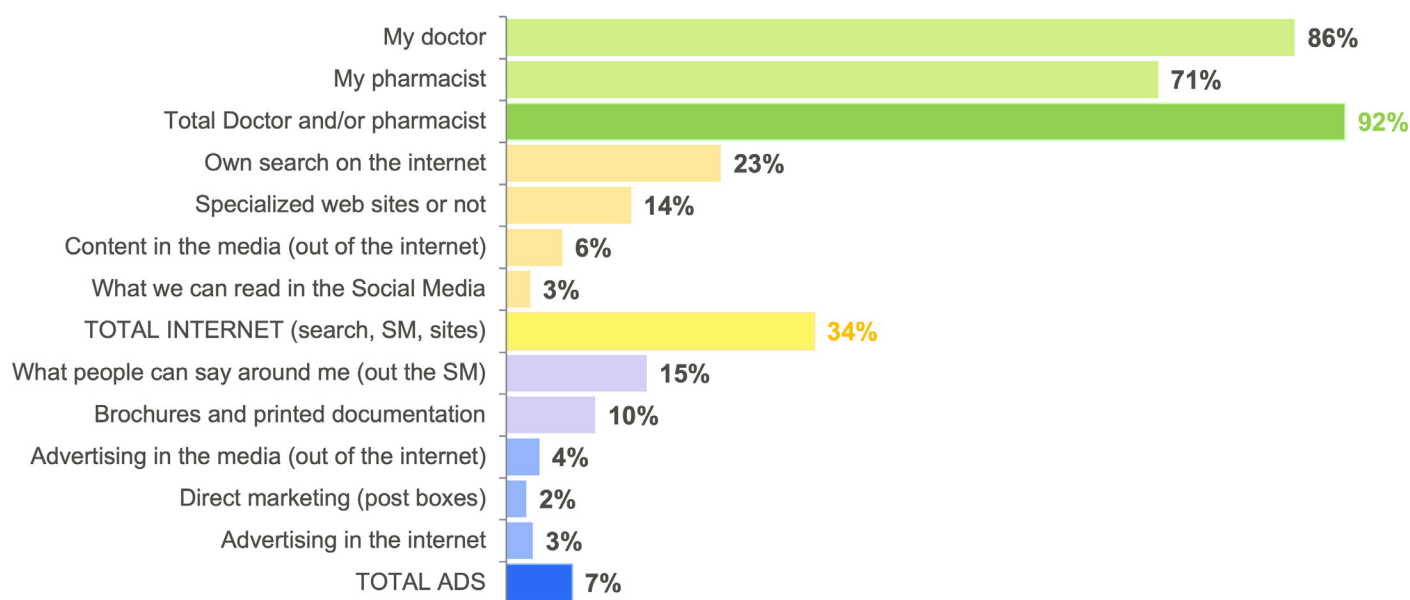
# 92%

consider their doctor and pharmacist as main source in case of disease or when in a medication search



## Information sources in case of disease in the search for a medication

Base : total  
N=1000







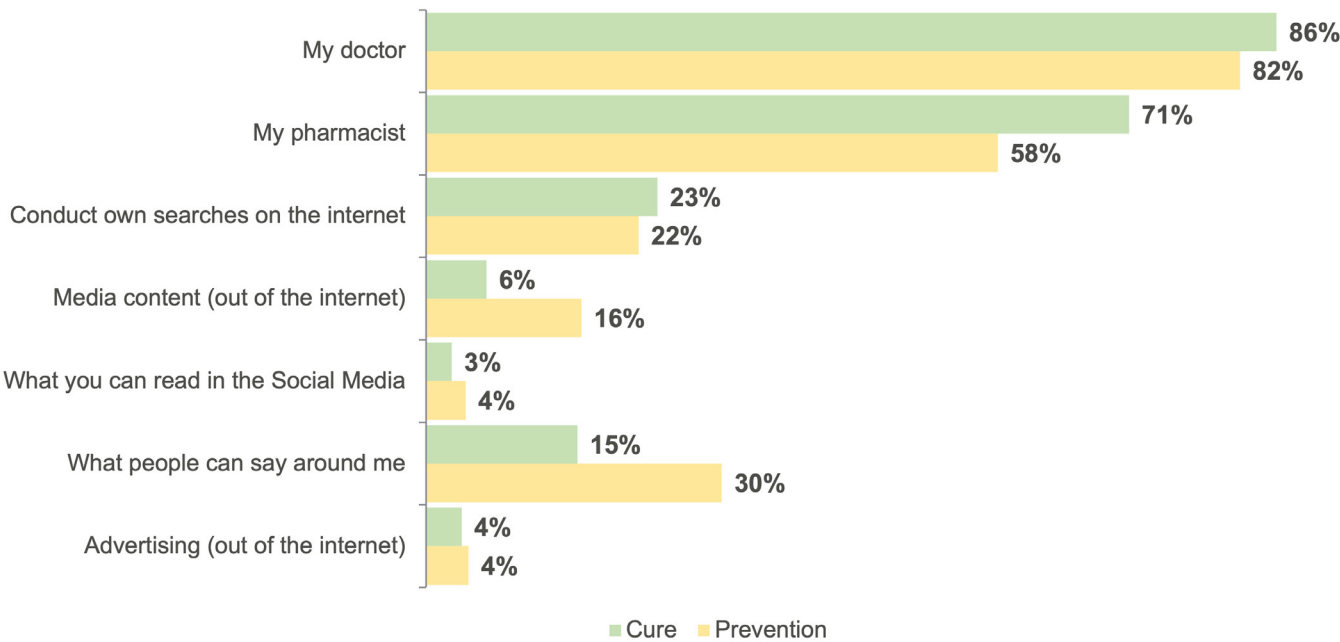
# Medication & prevention

A more significant difference for the pharmacist as information source



## Information sources: comparison prevention – medication

Base : total  
N=1000





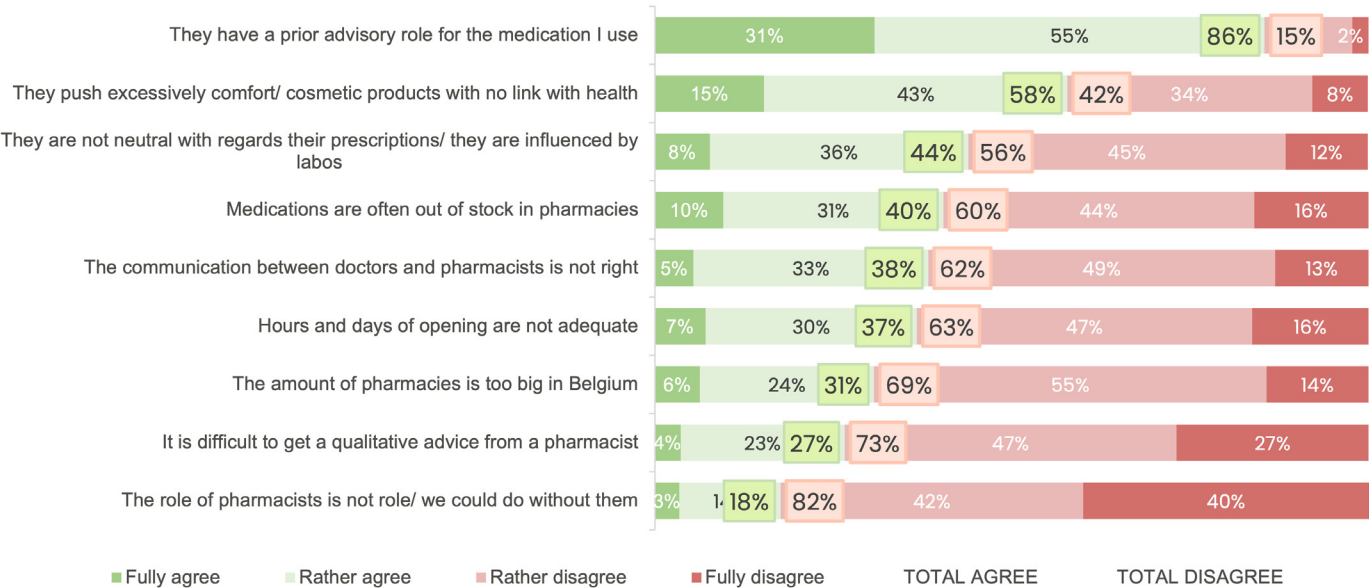
# PharmacistPrior advisory role

For the medication they use



## Perception of the role of the pharmacist

Base : total  
N=1000





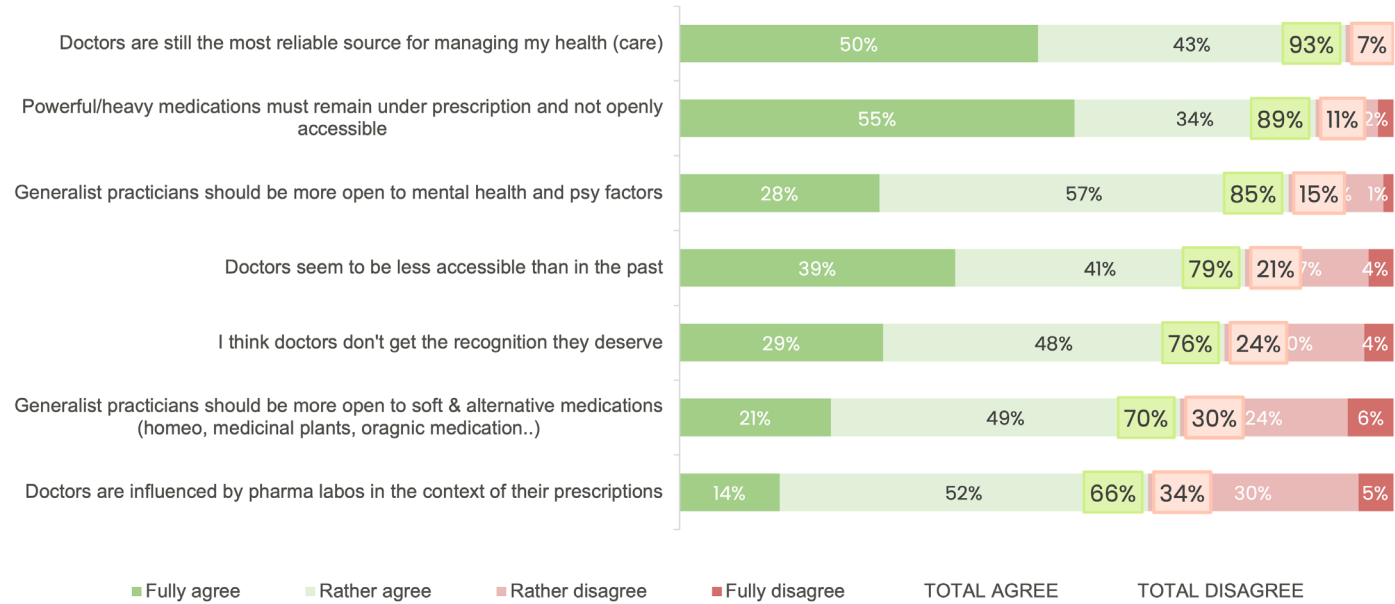
# Doctors & trust

They are still the most reliable source for managing our health



## Perception of the doctors' key role

Base : total  
N=1000







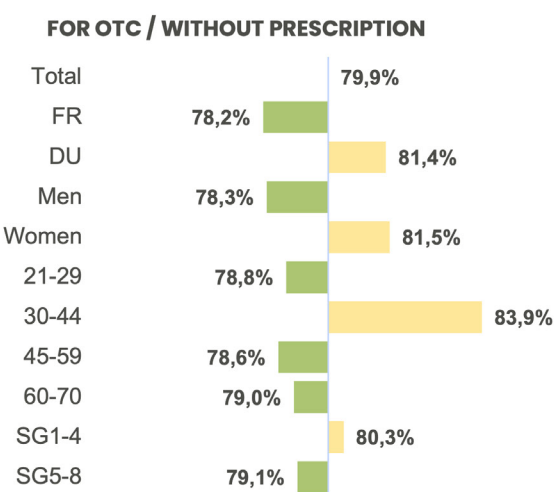
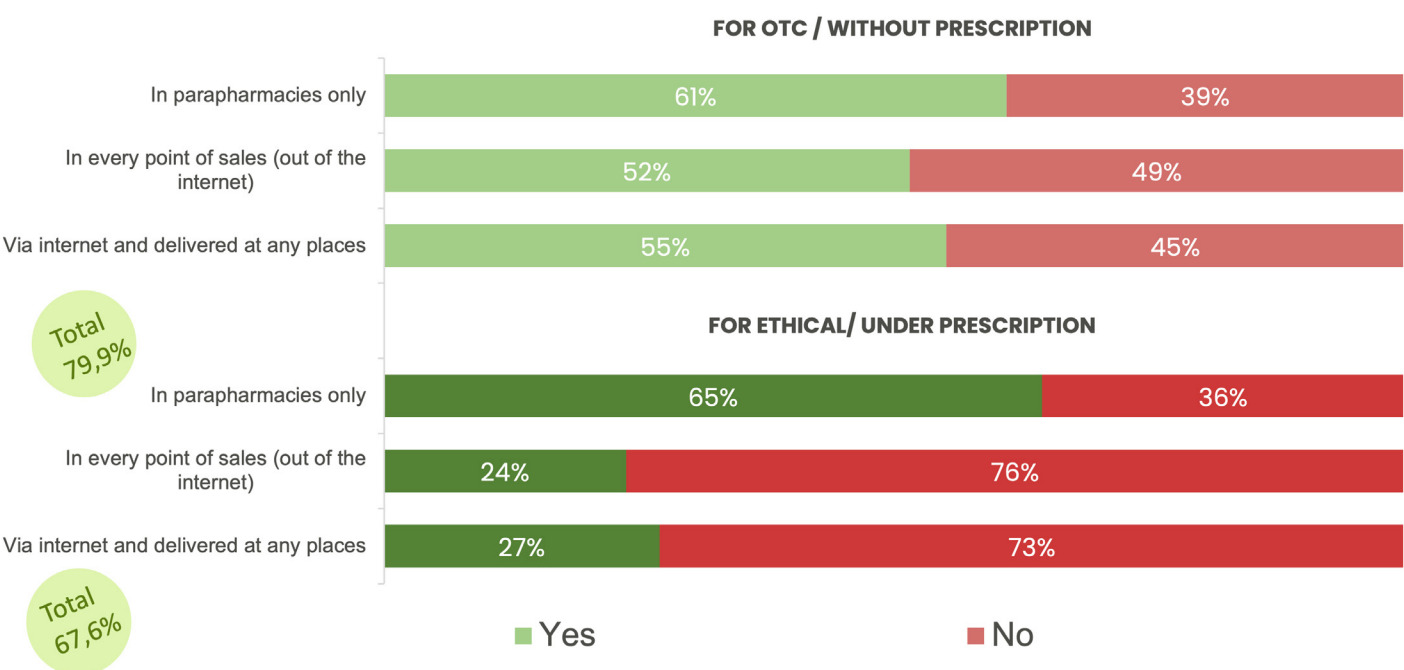
# Purchase of drugs

With a split between OTC (without prescription)  
and ethical (with prescription)

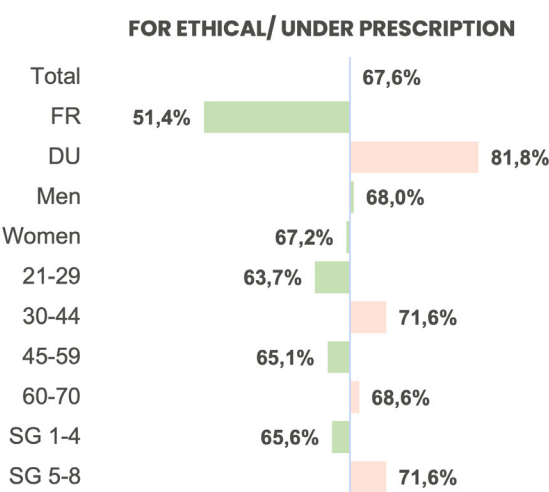


## Interest for purchasing drugs out of pharmacies

Base : total  
N=1000



### PROFILE

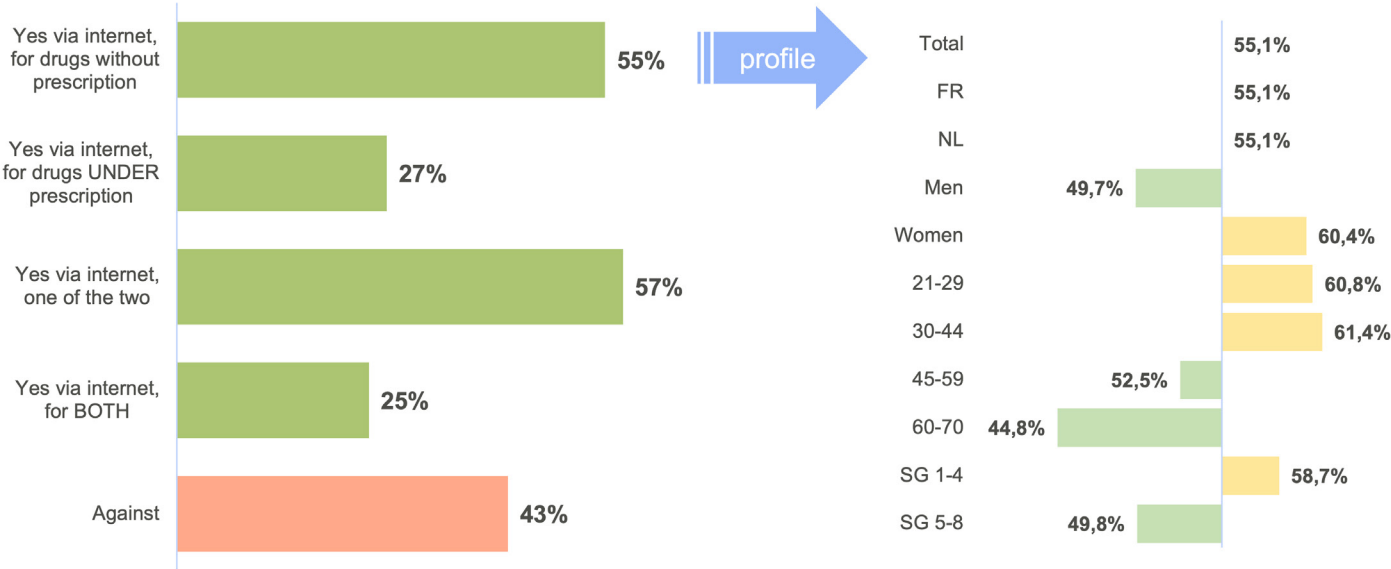




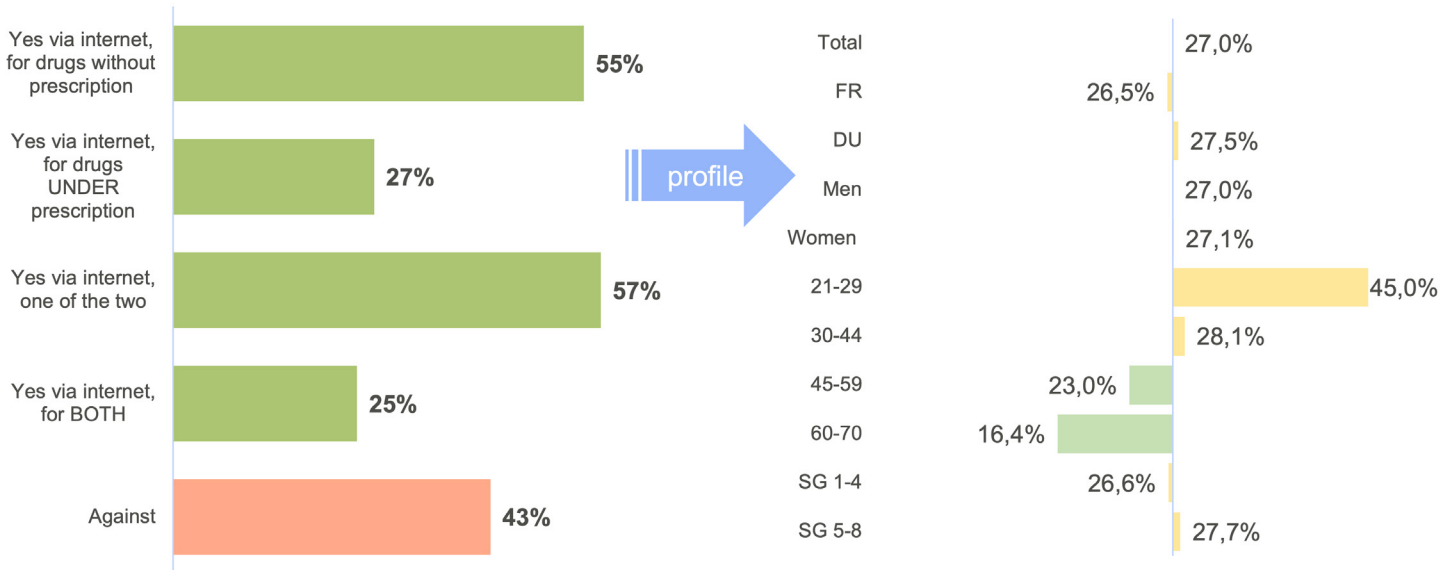
# Interest for purchasing drugs out of pharmacies

Base : total  
N=1000

## PURCHASE / PRESCRIBED ONLINE



## PURCHASE / PRESCRIBED ONLINE





# 3

## Conclusions

The final say & questions?





## Conclusions

- Changing environment offer vs demand
- But : role of the GP & pharmacist remains prior
- And : neutrality is questioned, so is trust
- Information is key
- Raising openness for distant prescription & ordering
- Raising trend for getting & purchasing anywhere
- Ethical medications also concerned
- Industrial paradigm shift to plan (no choice)



THANK YOU





## List of members

ALFASIGMA

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astellas

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VÉSALE PHARMA  
Microbiotic Solutions

VIRIDIS  
HEALTHCARE CONSULTING

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