



Trends in pharmacies services



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 these 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



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www.cibh.be

Become a member !

Become a member and enjoy
events and advantages

How?

Contact us to have
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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 Developper - 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



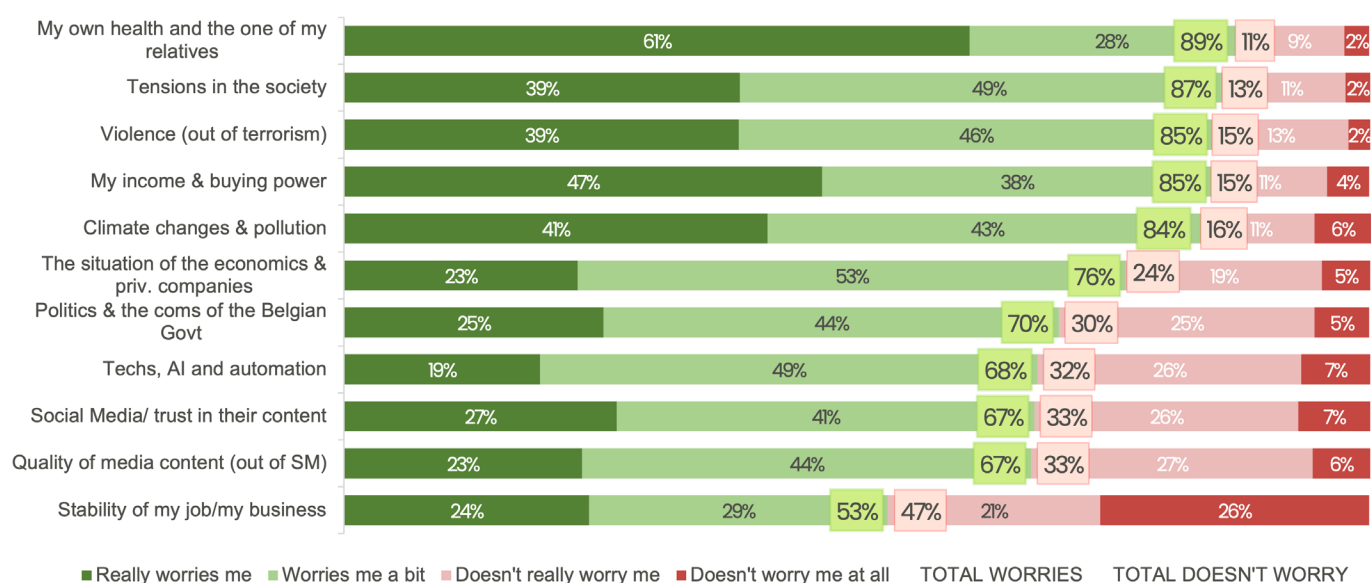
TOP 3

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



Main Worryings

Base : total
N=1000



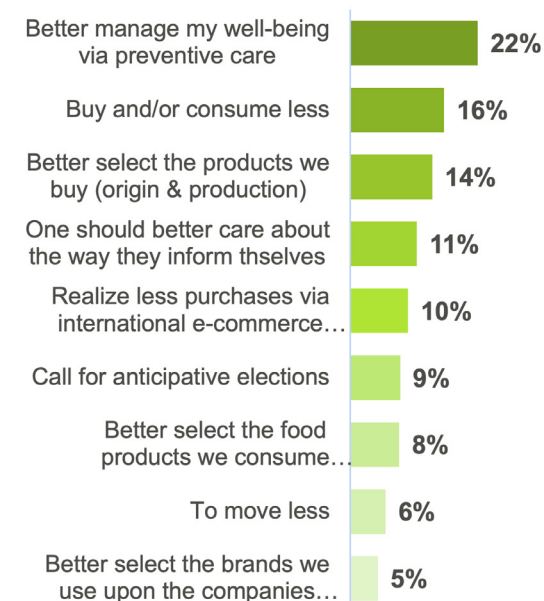
Preventive Care

To better manage our well-being as a priority



Priorities : decision to take

1st Priority



TOP 3





Price increase 91%

say that medical services
& medicines are more expensive

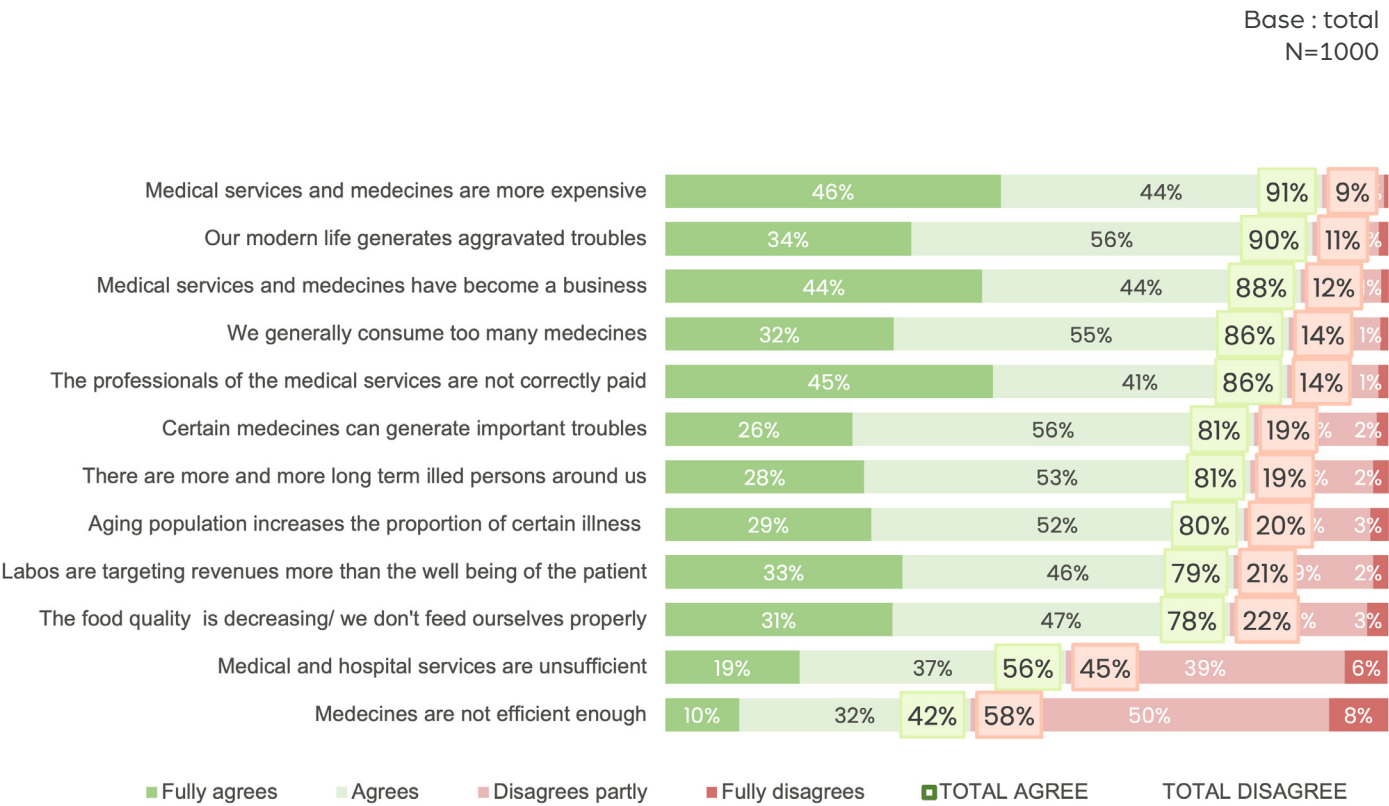


The GP

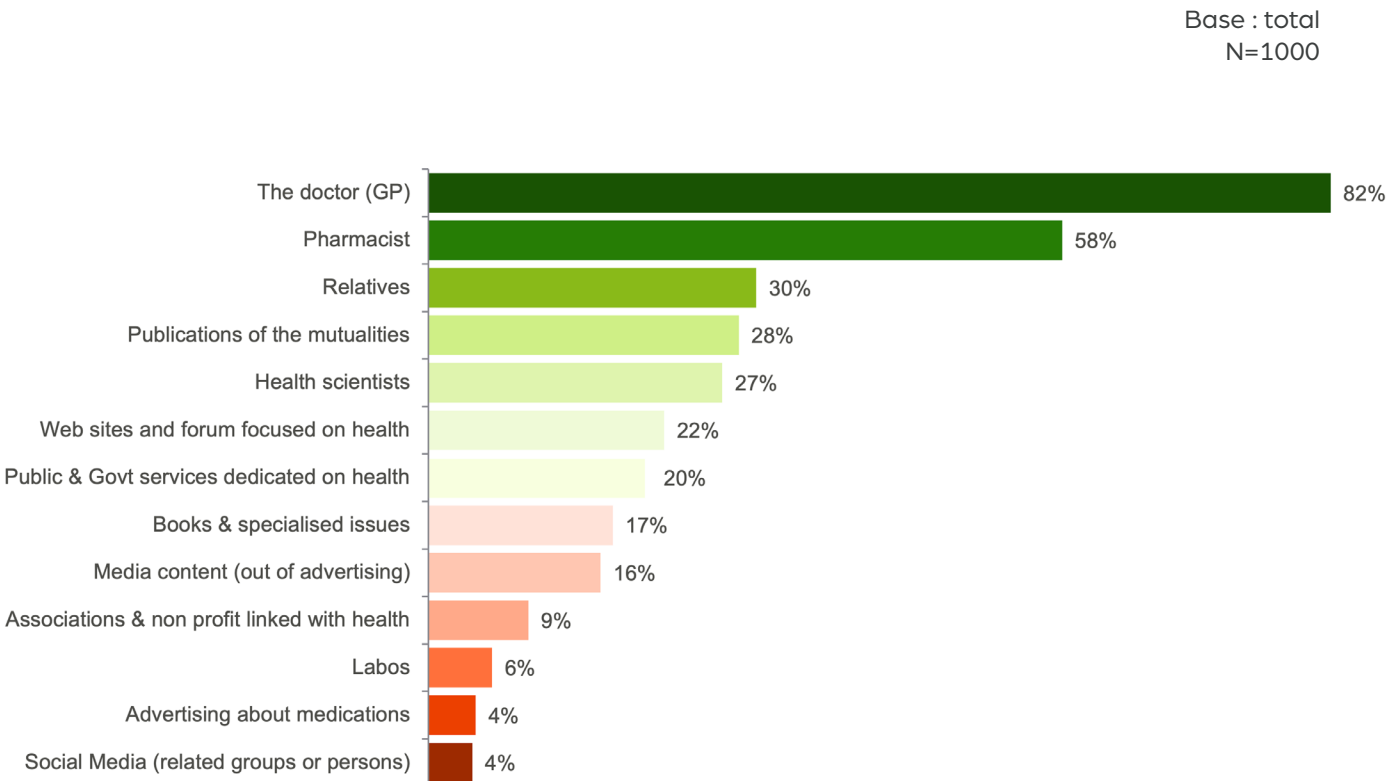
... remains the principal source
about health topics



Attitudes towards health topics



Information sources about health topics





92%

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



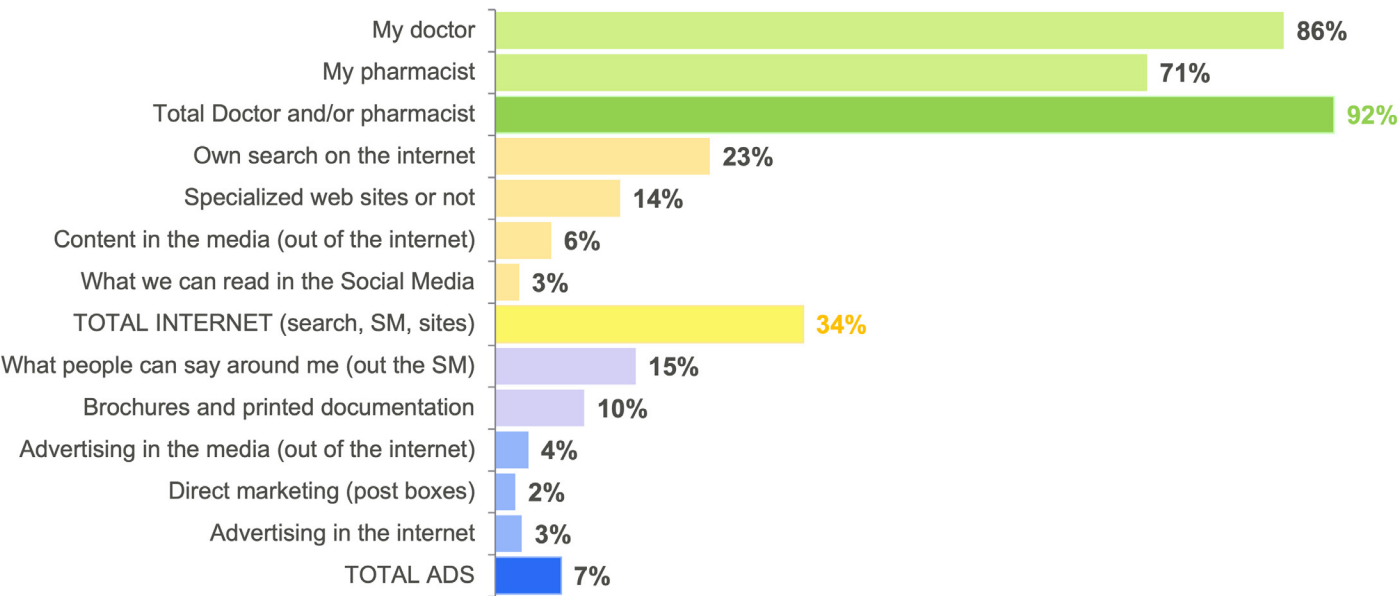
Medication & prevention

A more significant difference for the pharmacist as information source



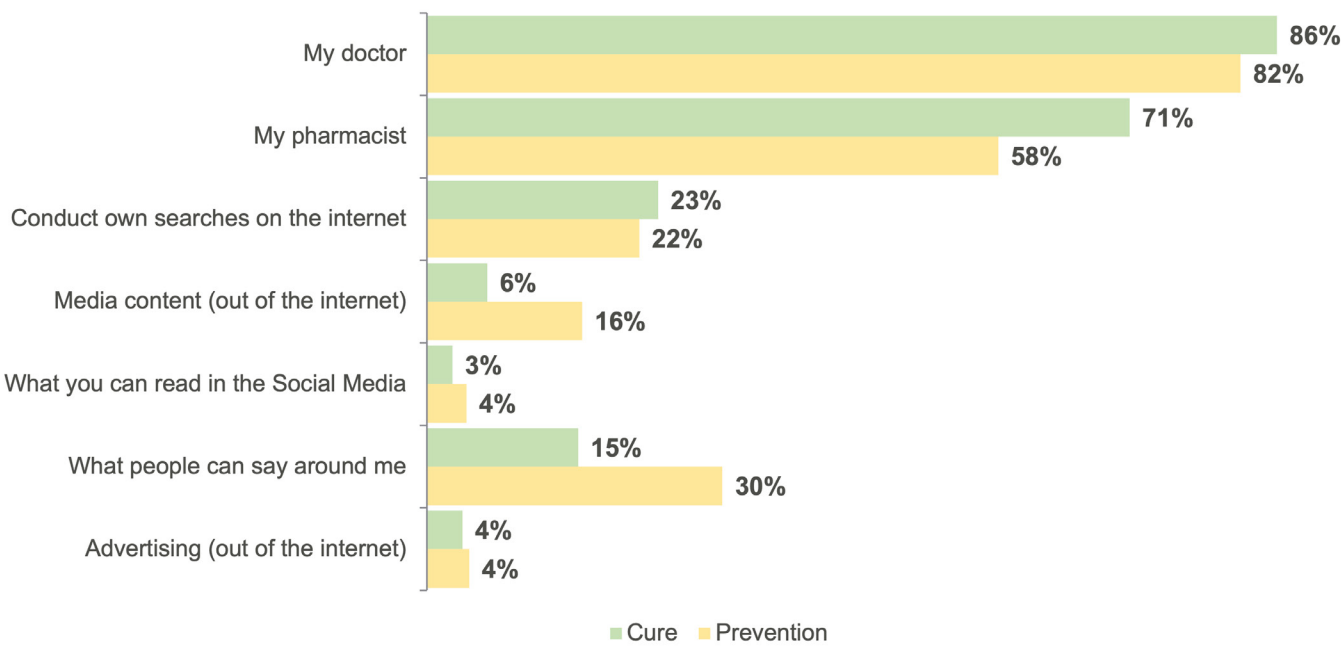
Information sources in case of disease in the search for a medication

Base : total
N=1000



Information sources: comparison prevention – medication

Base : total
N=1000





PharmacistPrior advisory role

For the medication they use



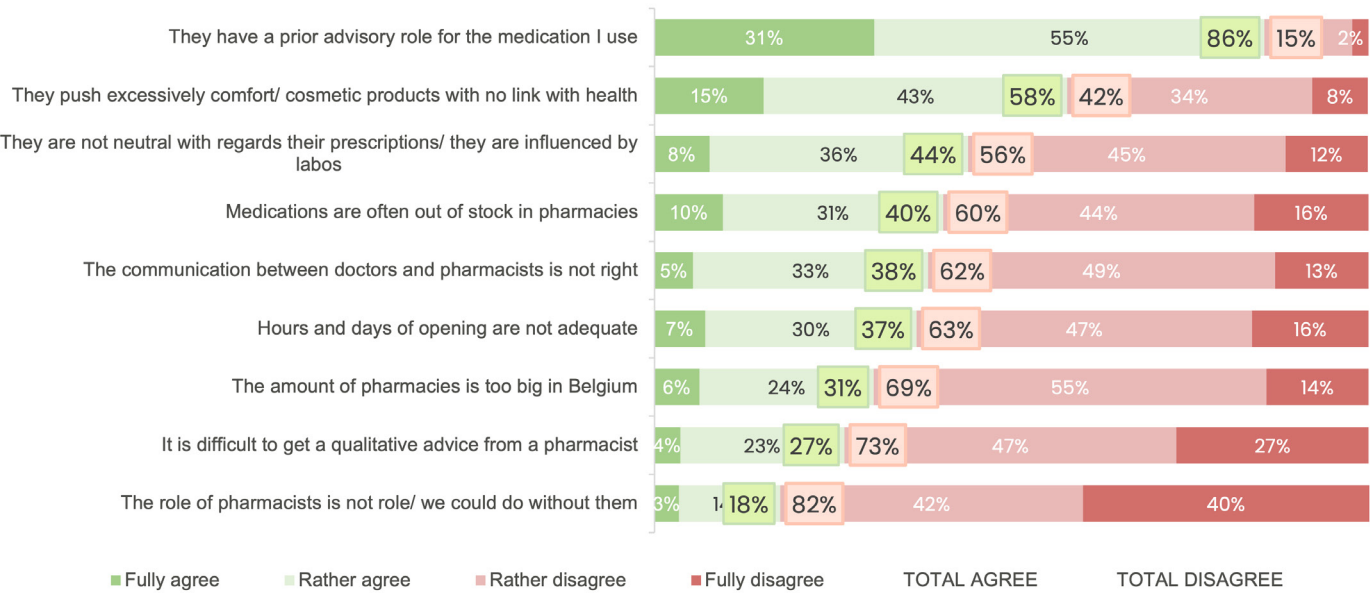
Doctors & trust

They are still the most reliable source for managing our health



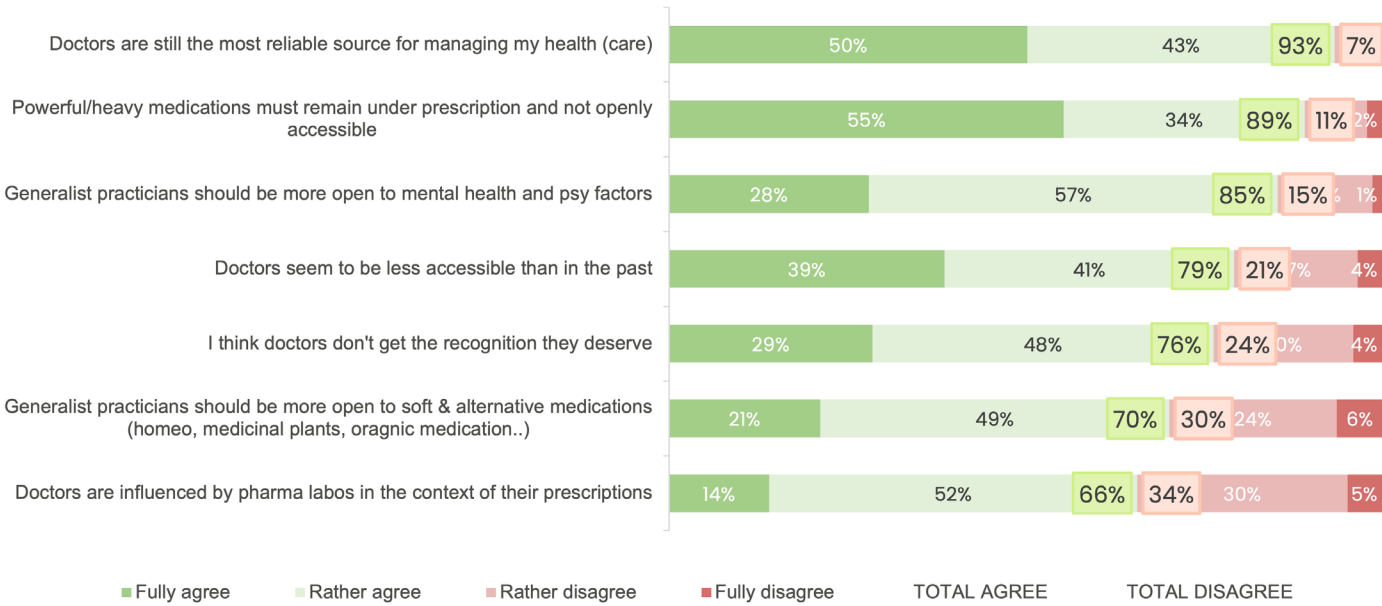
Perception of the role of the pharmacist

Base : total
N=1000



Perception of the doctors' key role

Base : total
N=1000





Purchase of drugs

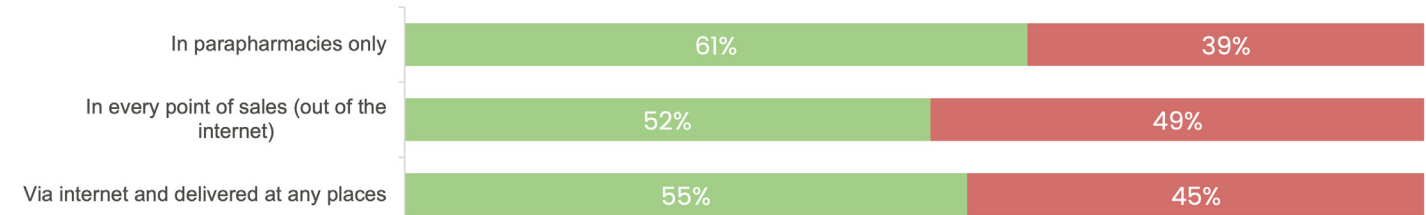
With a split between OTC (without prescription)
and ethical (with prescription)



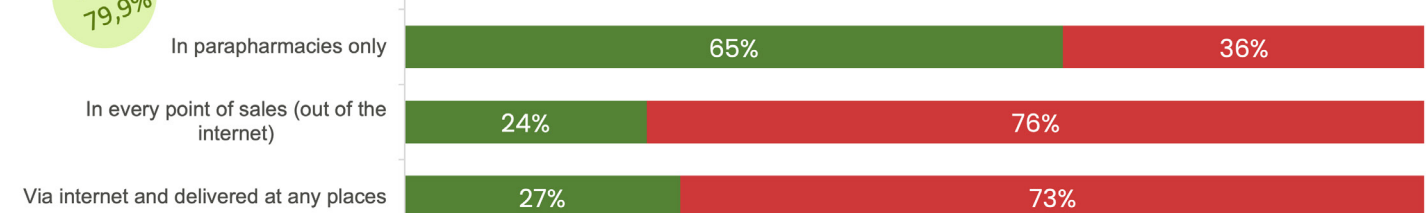
Interest for purchasing drugs out of pharmacies

Base : total
N=1000

FOR OTC / WITHOUT PRESCRIPTION



FOR ETHICAL/ UNDER PRESCRIPTION



Yes

No

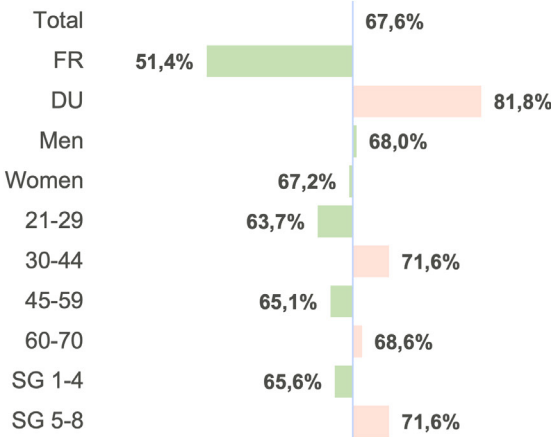
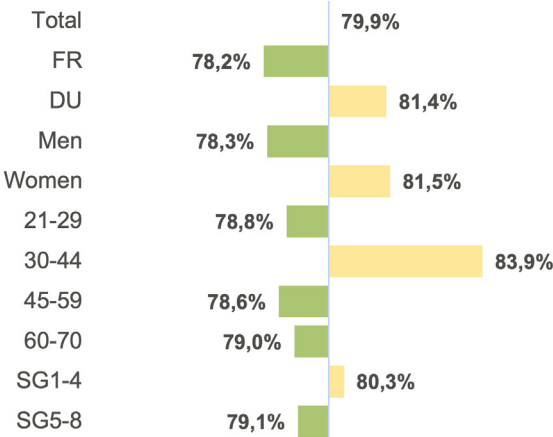
Total
79,9%

Total
67,6%

FOR OTC / WITHOUT PRESCRIPTION

PROFILE

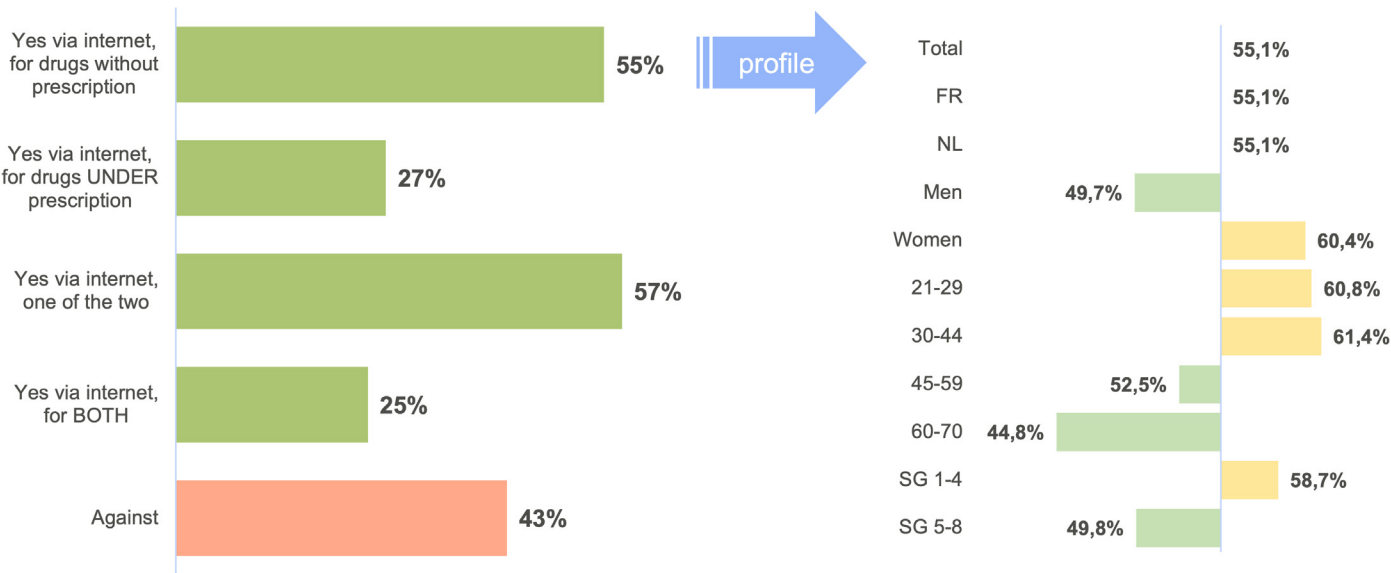
FOR ETHICAL/ UNDER PRESCRIPTION



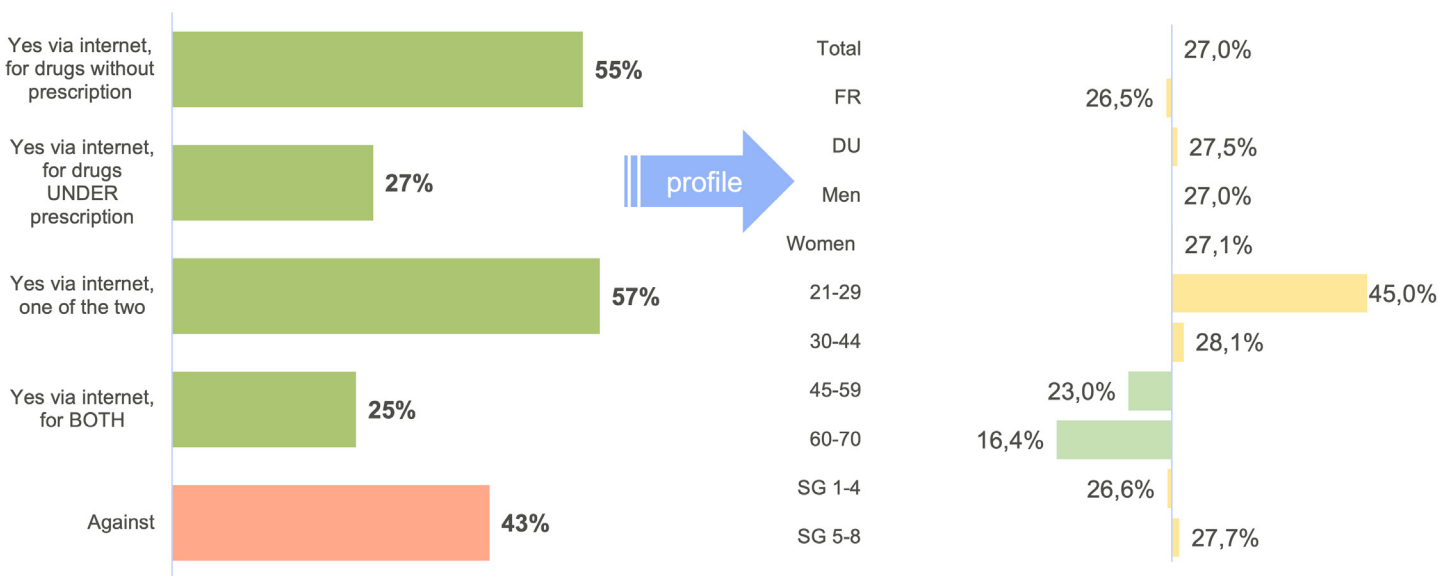
Interest for purchasing drugs out of pharmacies

Base : total
N=1000

PURCHASE / PRESCRIBED ONLINE



PURCHASE / PRESCRIBED ONLINE



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



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