



## PRESS RELEASE

### **“Business solutions and perspectives for pharmacies”: ELPEN supports the 4<sup>th</sup> professional two-day Meeting of the Pharmacists’ Cooperative of Thessaloniki**

*Thursday, March 9<sup>th</sup>, 2017.* For numerous years, ELPEN, the leading Greek Pharmaceutical Industry, has been standing by Greek Pharmacists, enhancing any effort that promotes the sustainability and growth of pharmacies.

Within this context, ELPEN actively participated in the 4<sup>th</sup> **“Business solutions and perspectives for pharmacies” professional two-day Meeting**, which was organized in Thessaloniki by the **Pharmacists’ Cooperative of Thessaloniki**, under the auspices of the Pharmaceutical Association of Thessaloniki. The meeting took place on **March 4<sup>th</sup> & 5<sup>th</sup>, 2017**, at Porto Palace, with the participation of 450 healthcare professionals (pharmacists, Pharmacy students, physicians, health organizations’ workers).

Throughout the meeting, 9 round tables were organized, during which **current issues** pertaining to the **sustainability and business growth of contemporary pharmacies**, with a particular focus on Greek non-prescription drugs (OTCs), were discussed. New challenges that have emerged for pharmacies and businesses, matters of financial management, as well as current trends in the pharmaceutical market, were also discussed.

One round table about **“OTCs and GEDIFA: threats and opportunities for pharmacies – SYFA: An ally for pharmacies”** was of particular interest. Mr. V. Pentafragas, ELPEN’s Corporate Affairs Director & Executive Consultant of the Panhellenic Union of Pharmaceutical Industry (PEF), Mr. L. Farssakis, President of the Pharmacists’ Cooperative of Thessaloniki, Mr. K. Theodossiadis, President of the Pharmaceutical Association of Thessaloniki, Mr. D. Kouvelas, Professor, Medical School, Aristotle University, Mr. K. Panagoulas, Vice President of SFEE and BoD Vice President of VIANEX, Mrs. I. Tsetis, BoD President and CEO of OFET, Uni-Pharma ABEE and Intermed ABEE, and Mr. S. Kintzios, Business Development Manager of OFET and BoD Member of Intermed ABEE, participated in this round table.

In his public statement, Mr. Pentafragas mentioned: *“The Greek Pharmacy must play a critical role nowadays, offering added value for the citizens and the ‘wounded’ health system alike. It is imperative for everyone to comprehend the need of enhancing all services that develop within pharmacies.”*

Referring to the issue of OTC (non-prescription drugs)/GEDIFA (General Distribution Drugs), Mr. Pentafragas pointed out PEF's firm position, emphasizing that *"anything that is characterized by EOF as a drug must be distributed to citizens by the responsible healthcare practitioners; moreover, regardless of insurance coverage or means of reimbursement, they must be recorded within the electronic prescription system, under every civilian's AMKA."*

Notably, during this two-day Meeting, ELPEN presented several products from the new *artia* line by ELPEN, namely those for the relief of human skin irritation and actinic dermatitis symptoms.

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