



# Learning from COVID19

An Opportunity to Boost Health & Wellbeing through Self-care:  
ASEAN & Thailand Perspectives



# Rising Demand of Self-Care

1. An Overview on the ASEAN Region
2. Sharing of Thailand Findings on Self-Care
3. Developments in Thailand
4. Promoting Self-Care: A Combined Effort



# ASEAN: An Overview

# ASEAN: An Overview

## ASEAN Consumer Attitudes to Self-Care: Key Findings



**Learnings from COVID-19: An Opportunity for ASEAN Governments to Establish Self-Care Policy to Improve the Health & Well-Being of their Populations**



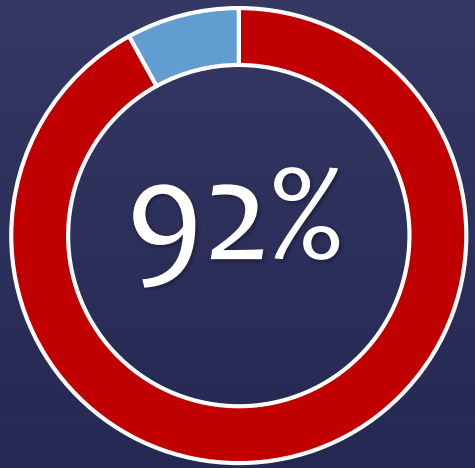
Survey Consumer Attitudes in ASEAN towards Self-Care & availability of OTC and self-care medicines

Survey Attitude Changes as a result of COVID19

# ASEAN: An Overview

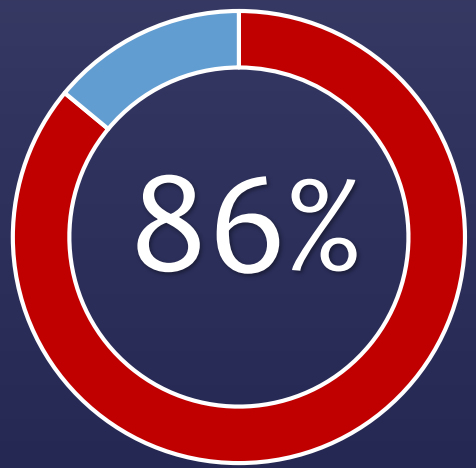
## ASEAN Consumer Attitudes to Self-Care: Key Findings

Worried for the safety of self and family due to the COVID19 situation



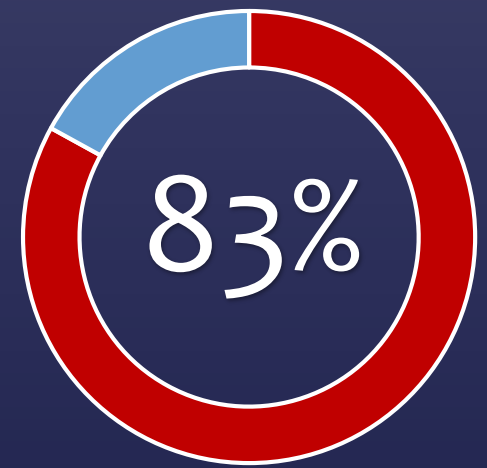
Yes No

Governments should do more to incentivise and support people to self-care at home



Yes No

Medication for Minor Ailments should be made more widely, such as in Supermarkets, Mini-marts, Convenience Shops



Yes No

# ASEAN: An Overview

Rise in self-care and self-remedy

Self-Care as primary option for minor ailments

Willingness to visit a doctor physically saw a decline

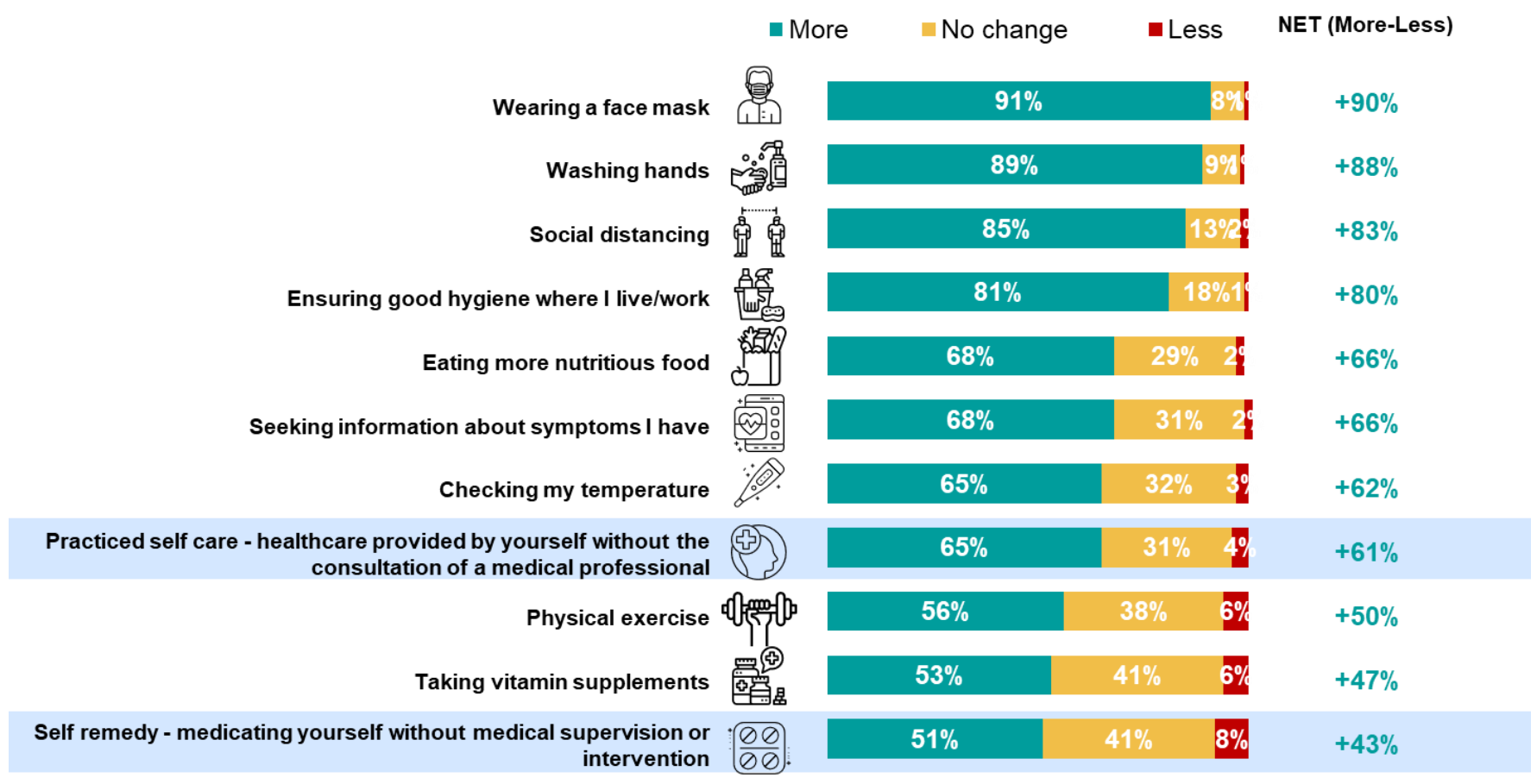
Desire for more alternative channels for medicinal products

Receptiveness to e-commerce channels to purchase medicinal products

Increasing demand for government support for self-care

# Changes in Self-Care & Self-Remedy

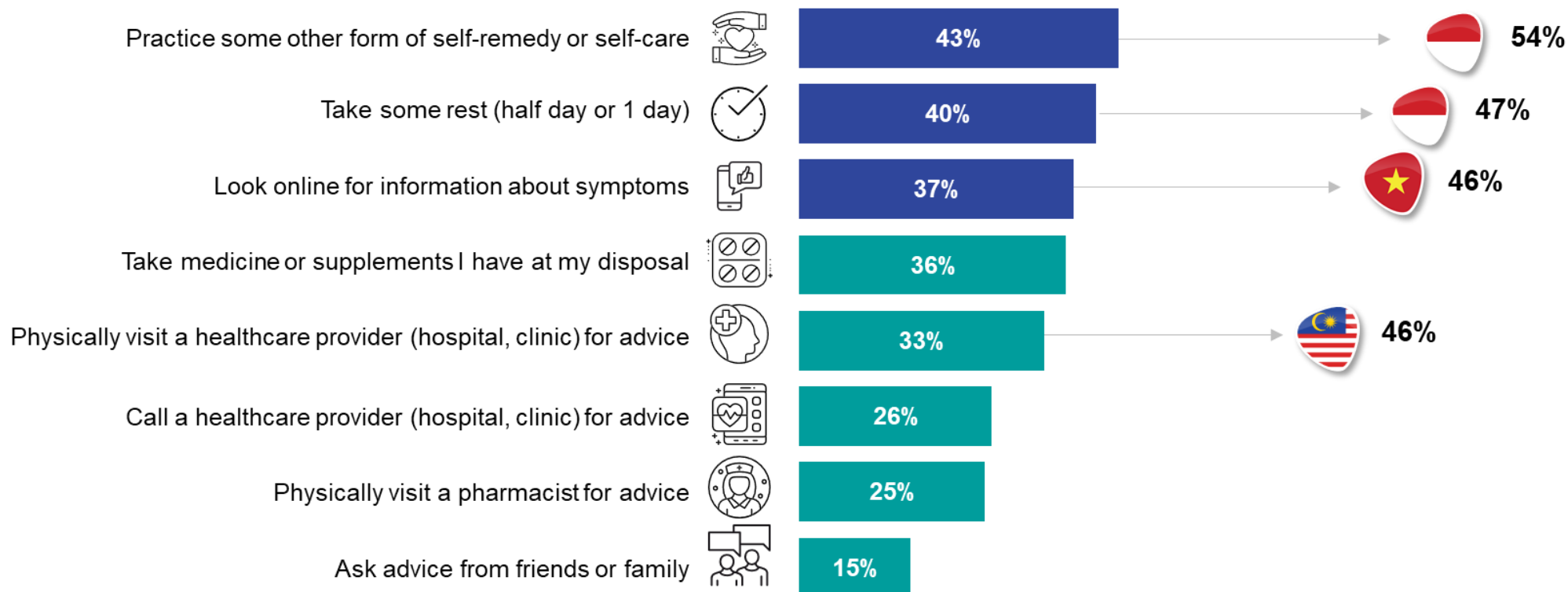
## ASEAN Consumer Attitudes to Self-Care: Key Findings



# Actions to Address Minor Ailments

## ASEAN Consumer Attitudes to Self-Care: Key Findings

### Actions Taken to Address Minor Ailments

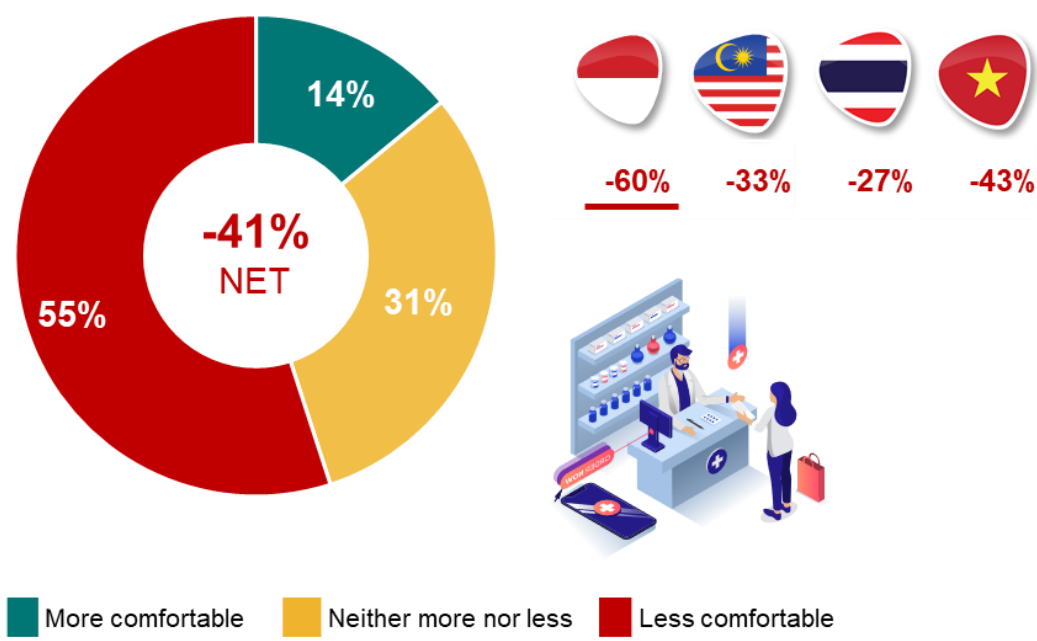




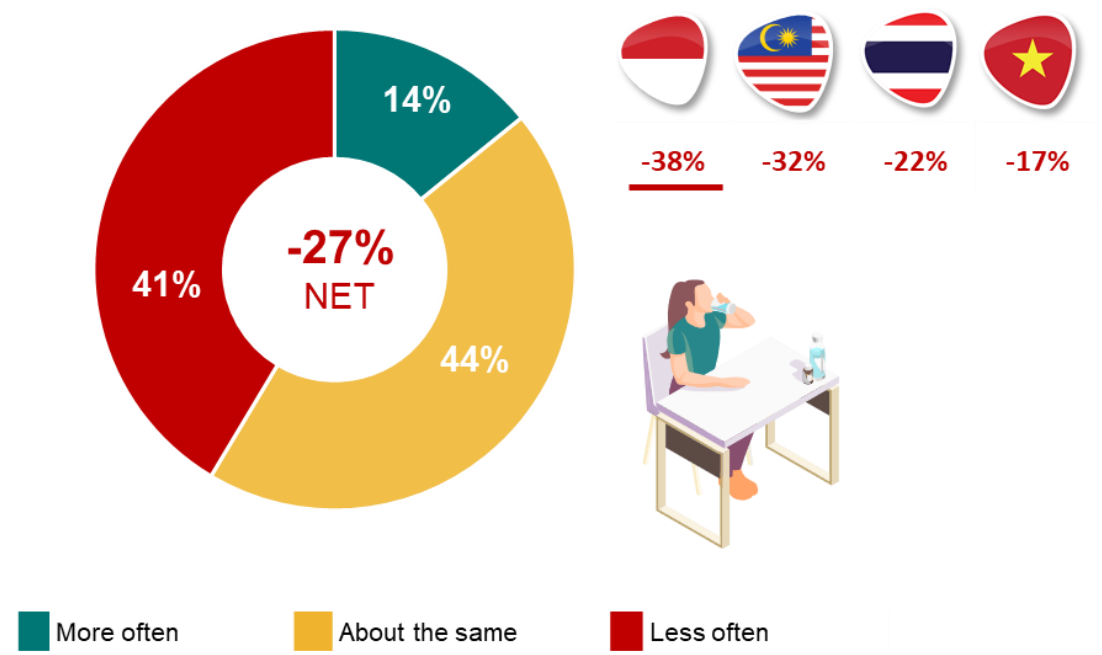
# Physical Visits to Doctors

## ASEAN Consumer Attitudes to Self-Care: Key Findings

Comfort with visiting pharmacy/healthcare provider now vs before COVID-19



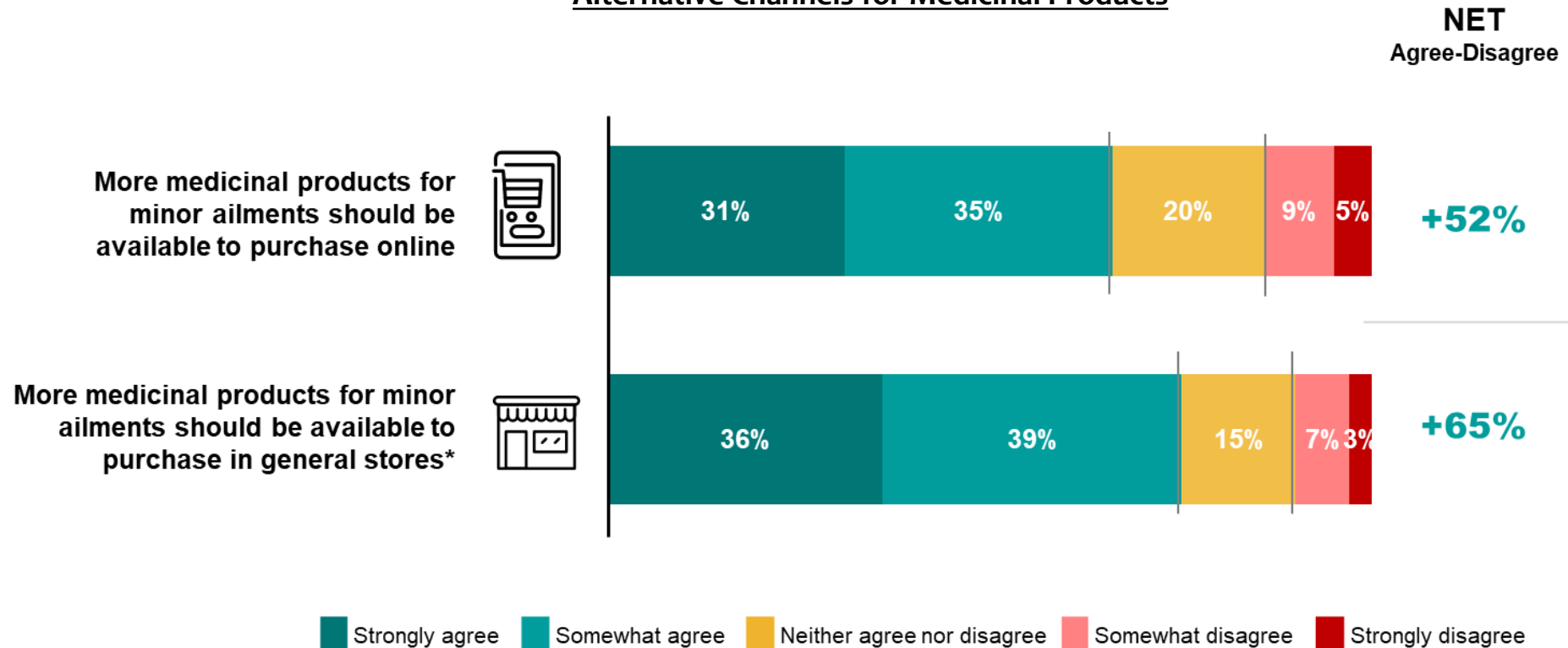
Perceived frequency of visiting doctor if self-care or self-remedy was more widespread



# More Channels for Medicinal Products

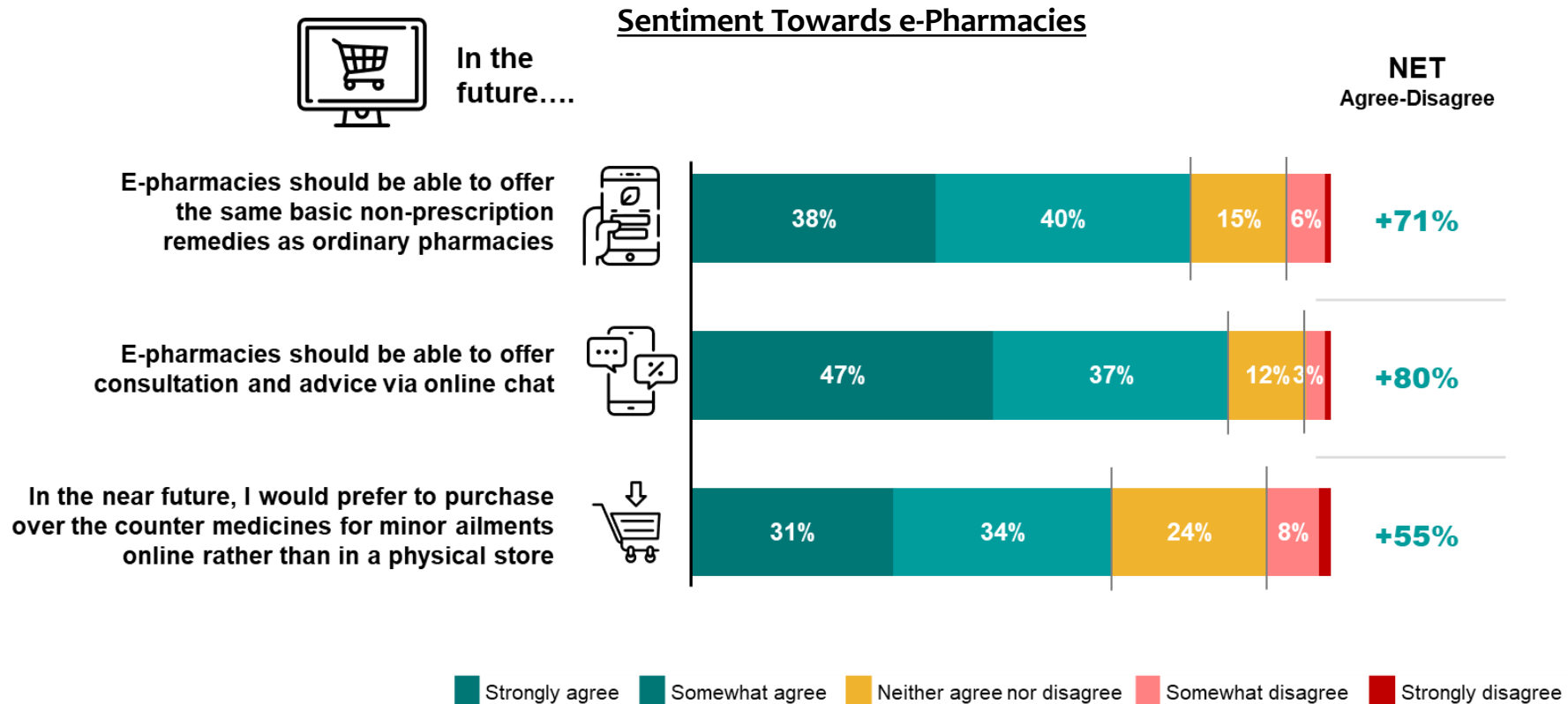
ASEAN Consumer Attitudes to Self-Care: Key Findings

## Alternative Channels for Medicinal Products



# E-Pharmacies

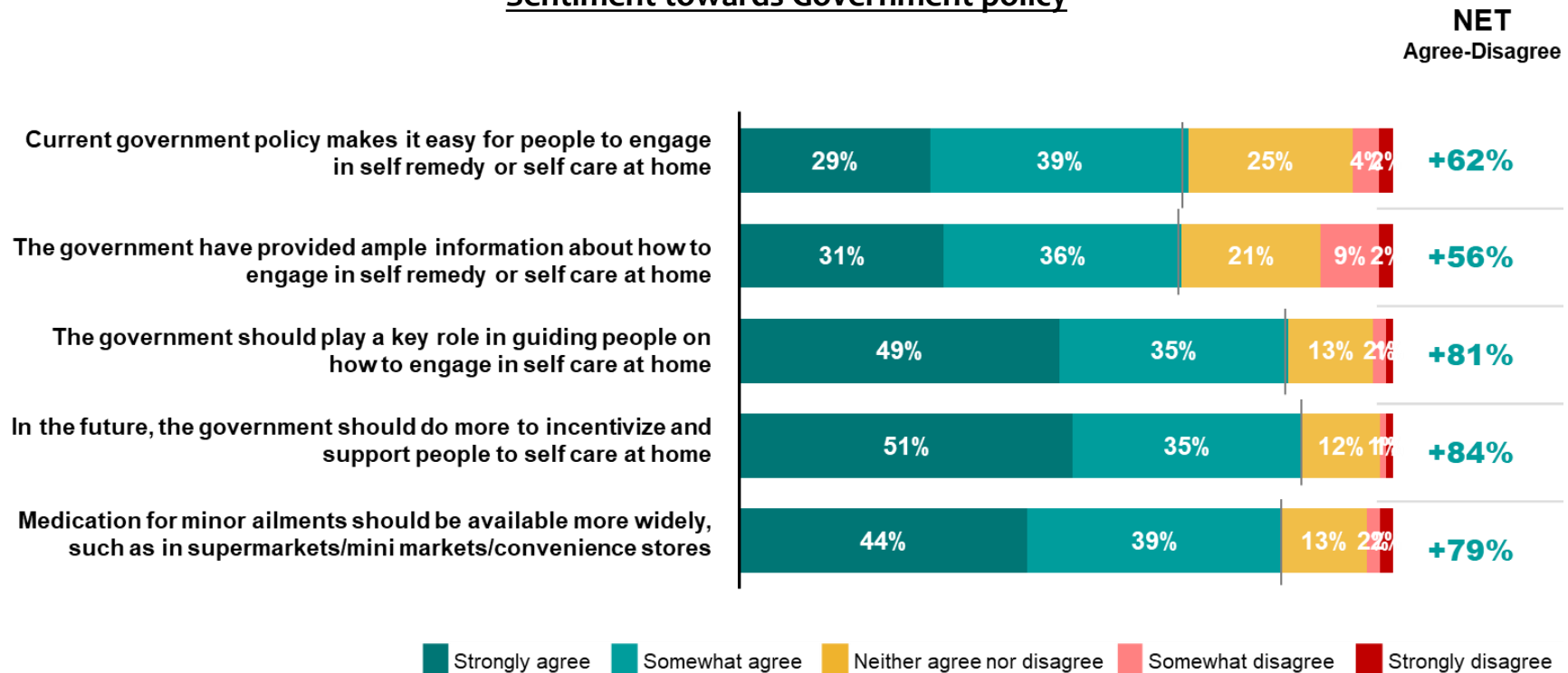
## ASEAN Consumer Attitudes to Self-Care: Key Findings

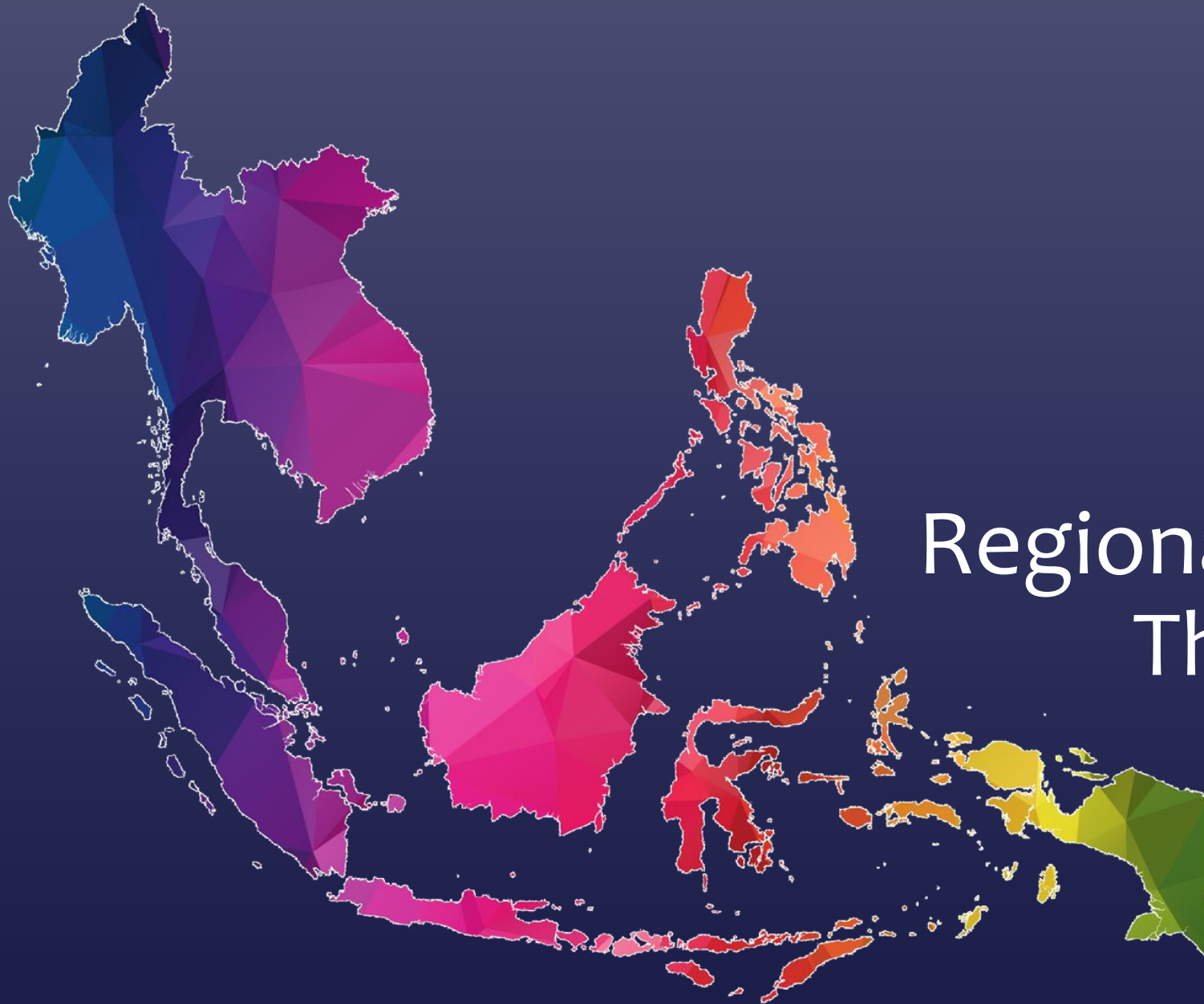


# Demand for Government Support for Self-Care

## ASEAN Consumer Attitudes to Self-Care: Key Findings

### Sentiment towards Government policy





# Regional Snapshot: Thailand

# Self-Care in Thailand

Rising awareness and importance of self-care due to COVID19

Self-Care as primary option for minor cuts & insect bites, not headaches and nasal allergies

Less willingness to visit doctors physically if self-remedy options are available

Desire for more alternative channels for medicinal products

Receptiveness to e-commerce channels to purchase medicinal products

Increasing demand for government support for self-care

# Concerns about COVID19



Thailand: Regional Snapshot

Thais are particularly worried about the safety of the family

I am worried for the safety of me and my family due to the Covid-19 situation



I am worried that I will contract Covid-19



Strongly agree   Somewhat agree   Neither agree nor disagree   Somewhat disagree   Strongly disagree

# Receptiveness to Self-Care

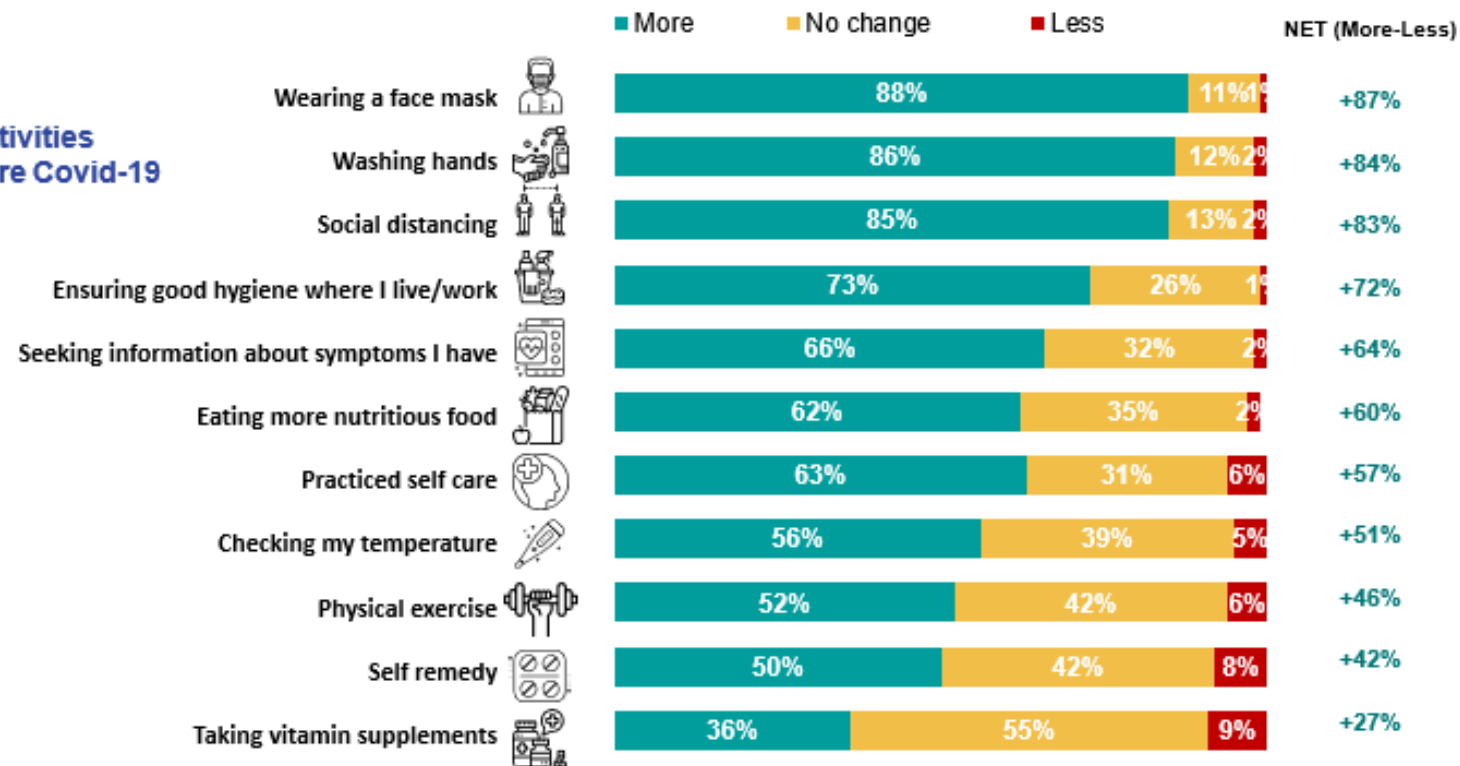


Thailand: Regional Snapshot

## MORE FOCUS ON SELF CARE SINCE COVID

The emergence of Covid has put increased focus on taking care of oneself. Apart from basics such as wearing mask and washing hands, self care / remedy has also increased

### Change in activities compared to before Covid-19





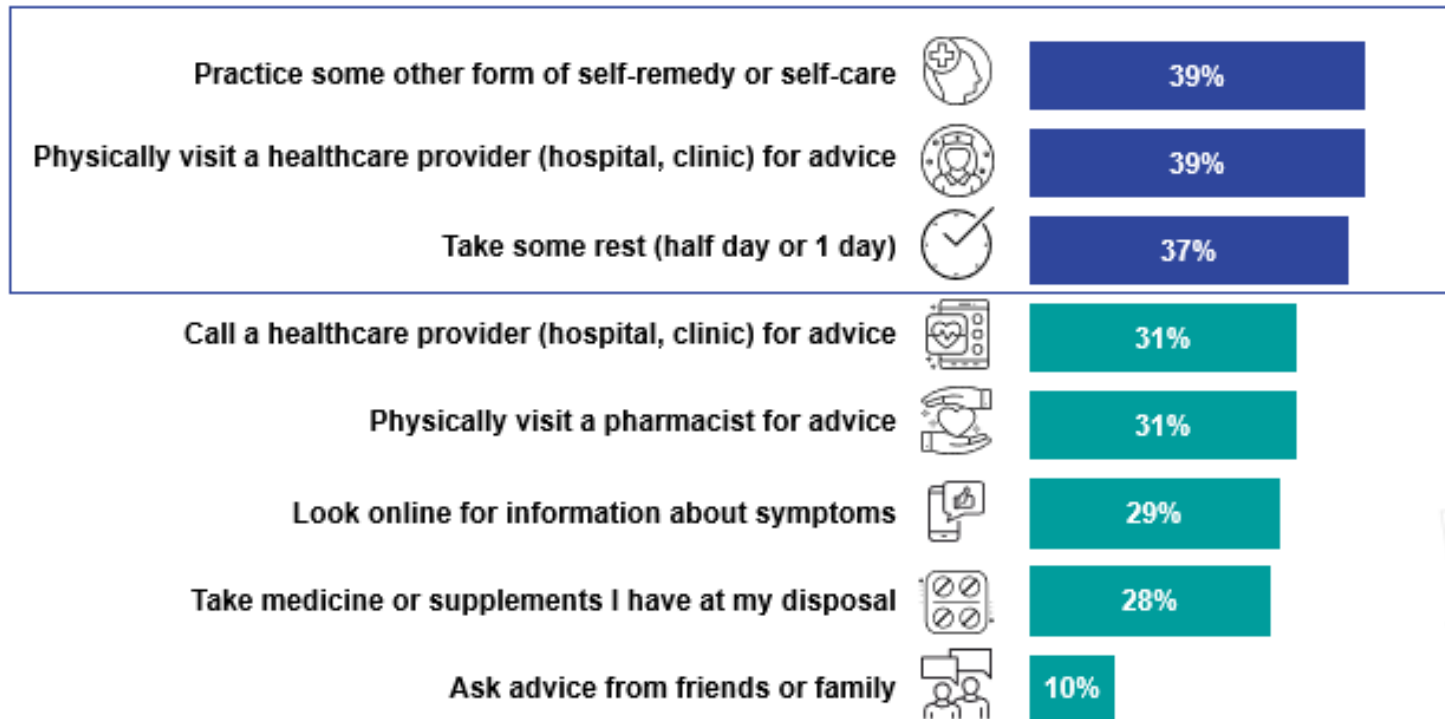
# Receptiveness to Self-Care



Thailand: Regional Snapshot

For minor ailments, people are as likely to look to self care / self remedy as they are going to a professional

## ACTIONS TAKEN TO ADDRESS MINOR AILMENTS



# Receptiveness to Self-Care

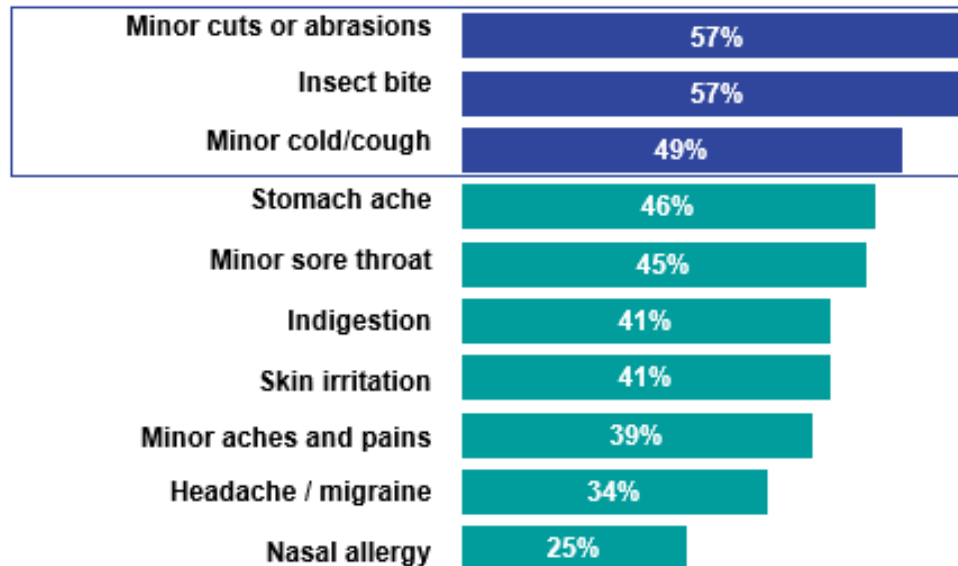


Thailand: Regional Snapshot

## SELF CARE / REMEDY FOR MINOR CUTS, INSECT BITES

More than half are likely to practice self care / self remedy for minor cuts & insect bites.  
Less likely for headache and nasal allergy.

MINOR AILMENTS FOR WHICH SELF CARE  
/ SELF REMEDY IS LIKELY OPTION



# Physical Visits to the Doctor

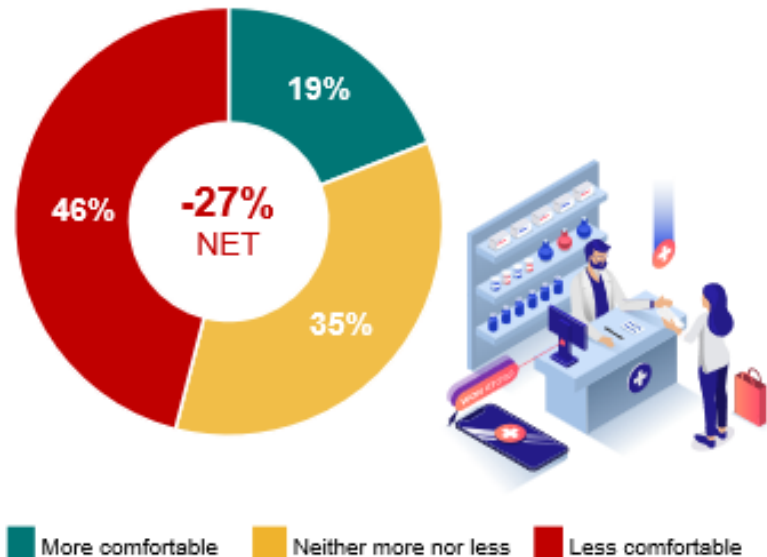


Thailand: Regional Snapshot

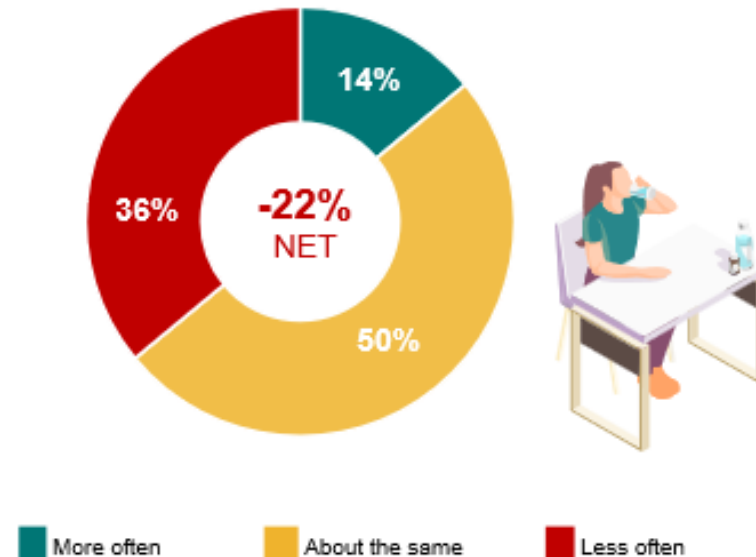
## LESS COMFORTABLE WITH PHYSICAL HEALTH VISITS

Thais are less comfortable with physical visits to healthcare providers vs before Covid.  
A third would visit doctor less often if self care / self remedy was more widespread

Comfort with visiting pharmacy/health care provider now vs before Covid



Perceived frequency of visiting doctor if self care / self remedy was more widespread



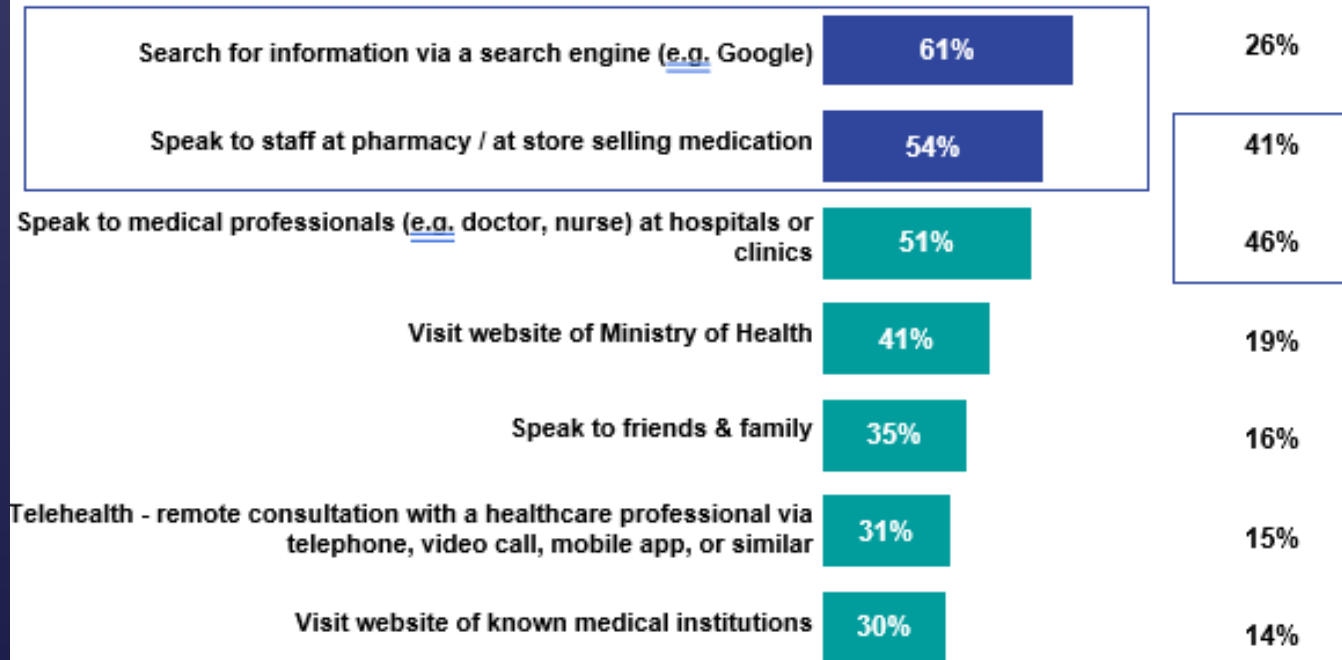
# Sources of Medical Information



Thailand: Regional Snapshot

## THAIS TURN TO ONLINE SEARCH FIRST FOR INFO

Almost two out of three would look online for information about minor ailments.  
In person advice from a professional remains the most trusted source



Source of information about medication and treatment for minor ailments / trusted source



# Availability of Medicinal Products

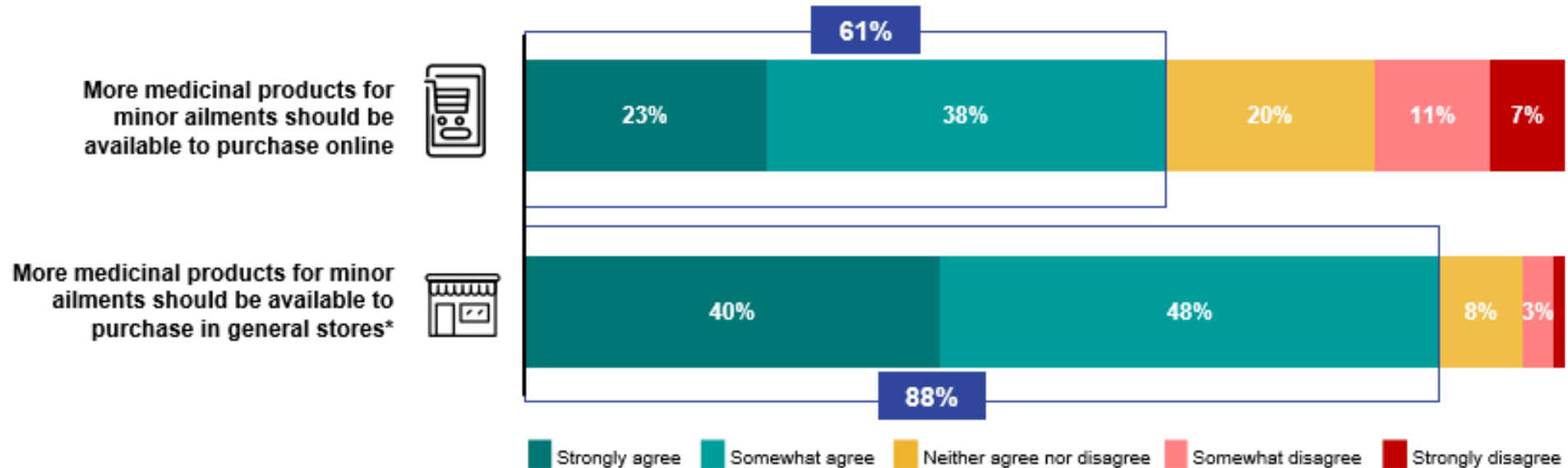


Thailand: Regional Snapshot

## MAJORITY PREFER WIDER AVAILABILITY OF MEDICINAL PRODUCTS

Thais are particularly open to making medicinal products available in general stores.  
Majority would also like to see more availability online

### ALTERNATIVE CHANNELS FOR MEDICINAL PRODUCTS



# Preference for E-Pharmacies



Thailand: Regional Snapshot

## THAIS POSITIVE TOWARDS USING E-PHARMACIES

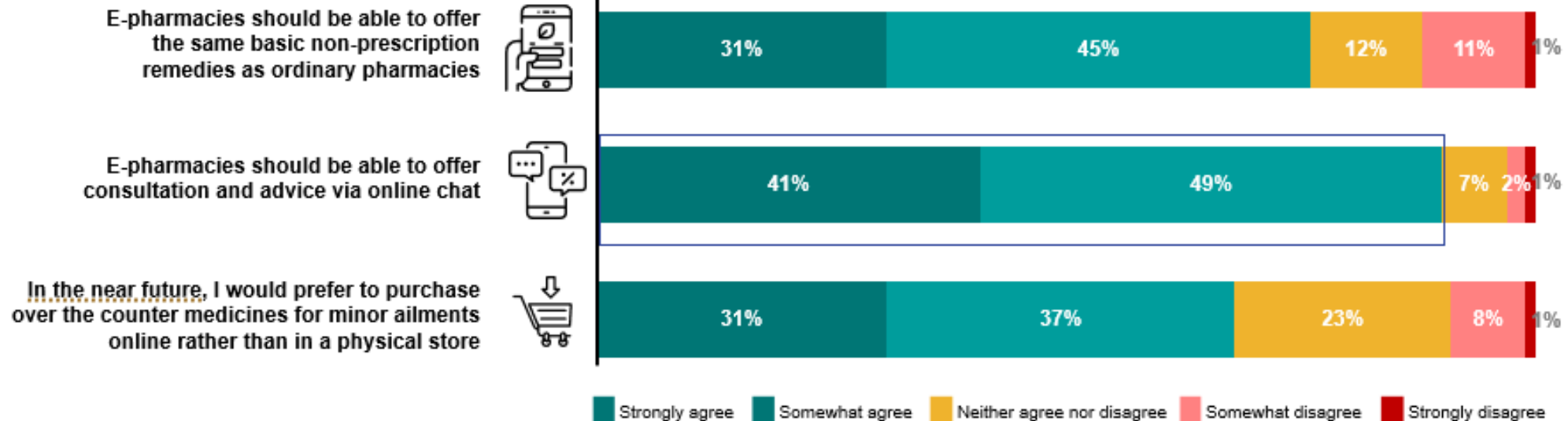
9 out of 10 would like to have access to consultation online from e-pharmacies.

Two out of three would prefer to purchase over the counter medicine online if available



In the future....

### Sentiment towards E-pharmacies



# Demand for Government Policy

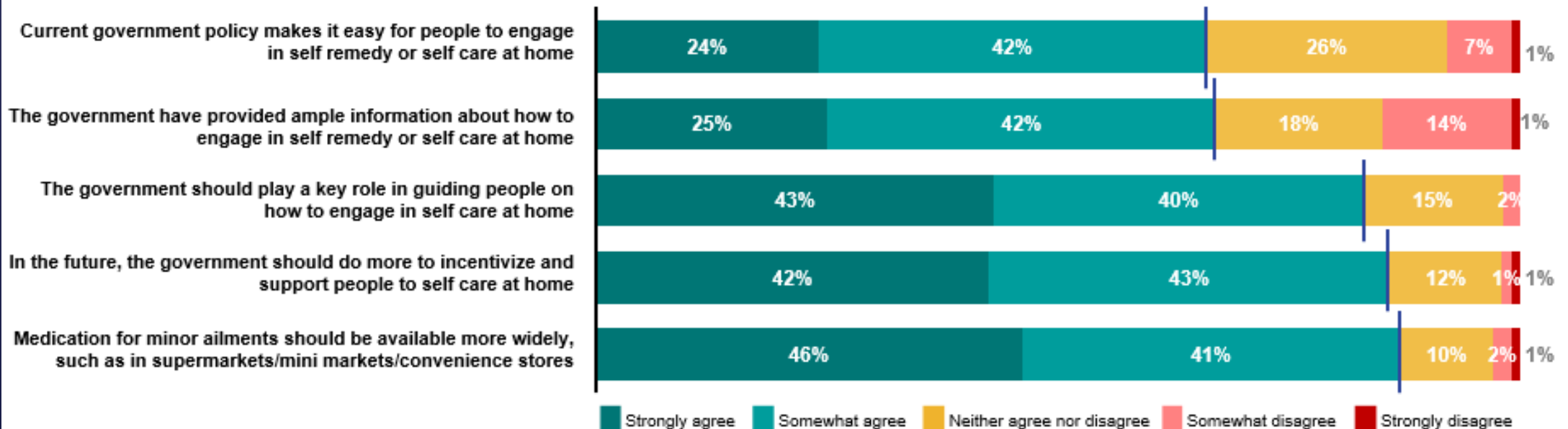


Thailand: Regional Snapshot

## DEMAND FOR GOVERNMENT POLICY TO SUPPORT SELF CARE

Broad support for government policy to support self care / self remedy

### Sentiment towards government policy



# Developments on Self-Care in ASEAN





**Vietnam**

Government has issued General Sales List that allows for the sale of 28 active ingredients in stores other than pharmacies

**Thai**

Thai Food and Drug Administration established a guideline, requirement and evaluation process for switching from Rx to OTC or GSL using a risk-based approach in 2016

**Malaysia**

Currently, there is a simple form guidance available from the Poison Board, Pharmaceutical Services Programme, Ministry of Health of Malaysia.

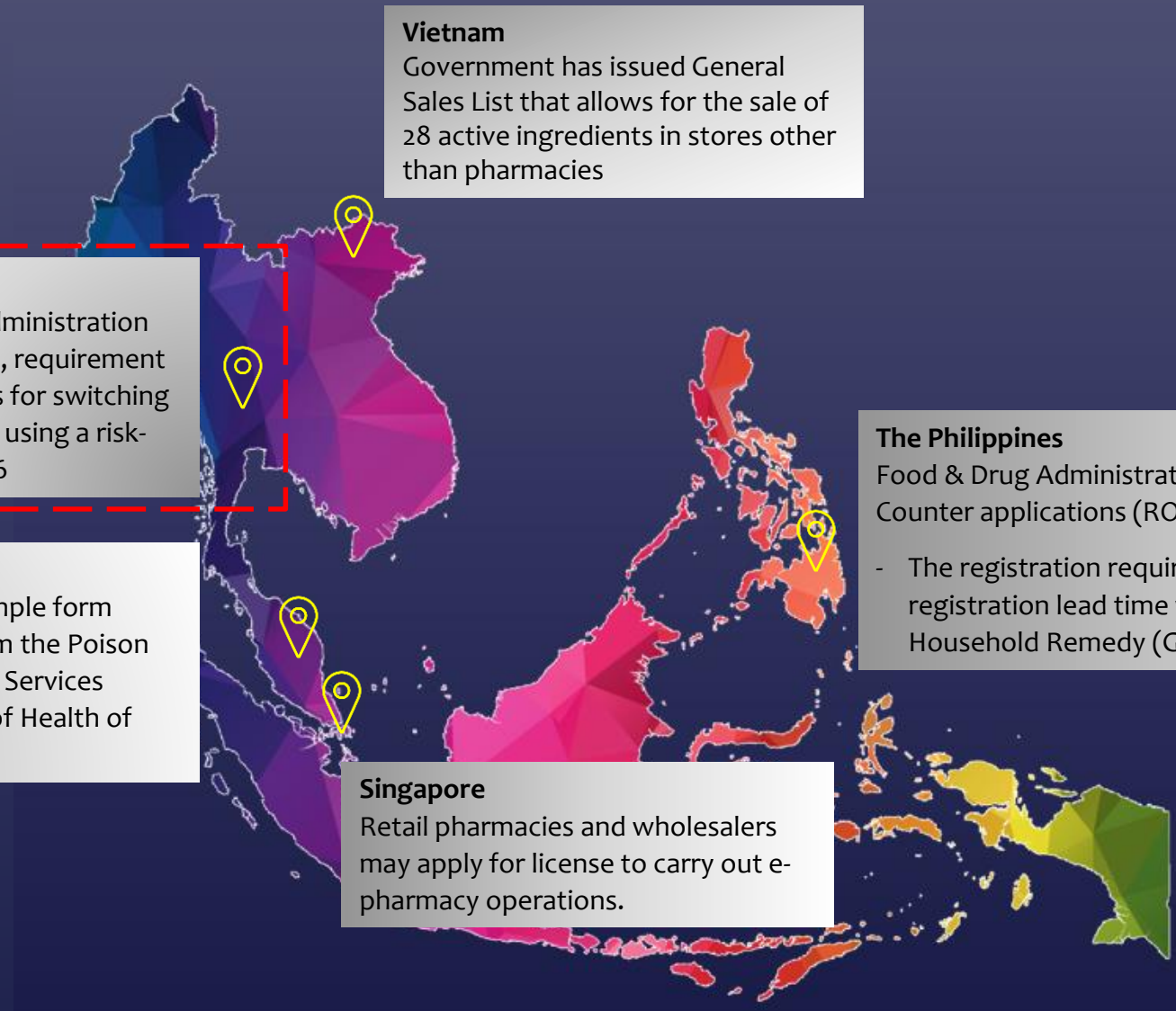
**Singapore**

Retail pharmacies and wholesalers may apply for license to carry out e-pharmacy operations.

**The Philippines**

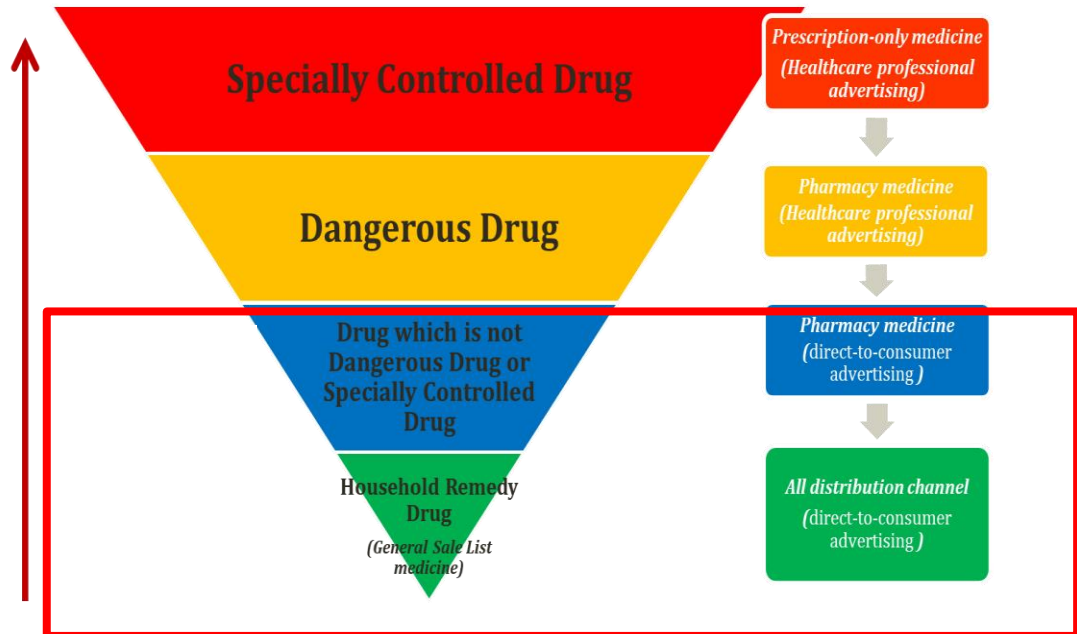
Food & Drug Administration has initiated the Review of Over-The-Counter applications (ROTCA)

- The registration requirements were streamlined and the registration lead time was reduced for Over the Counter and Household Remedy (GSL) products



# Case Study: Thailand

+++ HIGHER control



Level of control

	Specially controlled	Dangerous	Non-dangerous/ non specially-controlled	Household remedy
High General toxicity	YES		NO, with Low risk with well supportive data in patients require specialized care such as elderly, pregnant women, lactating women and patients with hepatic and renal impairment.	NO, with Low risk with well supportive data in patients require specialized care such as elderly, pregnant women, lactating women and patients with hepatic and renal impairment.
Reproductive Toxicity, Genotoxicity, Mutagenicity	YES			
Serious ADR type A frequency : Very Common - Common	YES	NO		
Serious ADR type B frequency : Very Common - Rare	YES			
Serious Drug-Drug interaction or Drug-Food interaction	YES			
Possibly cause serious indirect harm from the treatment which masks actual symptoms requiring medical care e.g. cancers or heart diseases, despite of correct usage without physician supervision	YES	NO	NO	NO
Its use requires physician supervision or it has frequent incorrect use	YES	NO, pharmacist dispensable	NO, no need pharmacist, self-administ. upon label	NO, Self-diagnosis, self-administ upon label
Indication purposed for the treatment of symptoms or diseases require physician diagnosis	YES	NO	NO	NO
Highly negative impacts to society/ abuse	YES	NO	NO	NO
Others			Not injection	Not injection, suitable pack size







Self-Care				
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# Promoting Self-Care: A Combined Effort

# Seven Pillars of Self-Care



Key Recommendations	
	ASEAN Governments to effectively build self-care policies and promotion into their national health policies.
	<p>ASEAN to mandate the Pharmaceutical Products Working Group (PPWG) to be an ASEAN-wide regulatory enabler focused on streamlining self-care medicine regulation such as:</p> <ul style="list-style-type: none"> <li>Developing an ASEAN-wide, harmonised definition on self-care medicine;</li> <li>Developing medicine reclassification guidelines that will enable ASEAN to move from prescription medicines to non-prescription, building on the initiatives and programmes in place in Singapore and Thailand;</li> <li>Exploring simplified regulatory requirements for over-the-counter and self-care medicines through a risk-based regulatory approach</li> </ul>
	Create a specialised regulatory approach designed to encourage mutual recognition and help those ASEAN member states with less developed regulatory regimes to improve their capacity and general encourage enhanced consumer empowerment.
	Develop relevant laws and regulations to allow official registration and legalisation of e-pharmacy with specific requirements or guidelines to ensure patient safety and delivery of quality medicines to patients.
	Alter educational curricula to include more widespread teaching of healthy living, including better nutrition, exercise, health monitoring, and self-care/remedy practices.
	<p>Elevate private sector engagement via the three initiatives outlined below:</p> <ul style="list-style-type: none"> <li>Antimicrobial Resistance (AMR) Programme such as Global Respiratory Infection Partnership (GRIP) - GRIP is committed to consistent, sustainable evidence-based advocacy and intervention for rational antibiotic use.</li> <li>The Global Hygiene Council - The Global Hygiene Council is a group of the world's top experts in hygiene and hygiene-related fields, including microbiology, virology, infectious diseases, immunology, and public health.</li> <li>Promoting and incentivising hospital providers and private insurance companies to offer telemedicine and e-pharmacy access and benefit coverage in their product offerings.</li> </ul>



Thank you