



The Consumer Healthcare Association

25 June 2020

PAGB among signatories to Covid-19 Recovery Roadmap

PAGB today joins seven other key organisations from across the UK Life Sciences sector to set out a strategy towards recovery and stronger partnerships following the coronavirus crisis.

The '[Recovery Roadmap](#)', co-signed by Michelle Riddalls, PAGB Chief Executive, has been submitted to the Government through the Life Sciences Covid-19 Response Group.

The document recommends a raft of post-pandemic measures including an increase in focus on self care, improvements to UK medicines and healthcare products manufacturing capacity and an expansion in the role of community pharmacy.

Michelle Riddalls said: "The coronavirus pandemic has underscored in countless ways the vital role of the UK Life Sciences sector.

"It has shown the capacity of the sector to respond quickly and flexibly to unprecedented circumstances, to speak with a united voice and to work together in pursuit of one goal.

"This Recovery Roadmap shows that our sector has the potential to achieve even more by embracing the positive changes we have seen in the last three months, at the same time as addressing those areas which have thrown up significant challenges.

"I am particularly pleased that the Roadmap highlights the importance of embedding the self care practices that have been adopted by so many people during the coronavirus outbreak.

"We at PAGB have long argued that a greater focus on self care – including the introduction of a national Self Care Strategy – is fundamental to reducing unnecessary strain on GP and A&E services.

"I am delighted that PAGB was able to collaborate on behalf of our members in the production of the Recovery Roadmap and I look forward to working with the Government to take our joint recommendations forward."

– ENDS –

Notes to editors:

The Recovery Roadmap was jointly developed by PAGB, the Association of British HealthTech Industries (ABHI); the Association of the British Pharmaceutical Industry (ABPI); the Association of Medical Research Charities (AMRC); the British Generic Manufacturers Association (BGMA); the BioIndustry Association (BIA); the British In Vitro Diagnostic Association (BIVDA) and the Ethical Medicines Industry Group. It has been submitted to the Life Sciences Covid-19 Response Group, co-chaired by Ministers Lord Bethell and Nadhim Zahawi MP.

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self care medical devices and food supplements in the UK.

For further information please contact Polly Newton, Media and Communications Manager,
polly.newton@pagb.co.uk or call 07706 001500.