

# SHAPING THE FUTURE OF SELF-CARE REGULATION. INNOVATION. SUSTAINABILITY

## Setting the Stage for the Future of Self-Care

On October 28, 2025, RASCI brought together more than 100 experts, regulators, healthcare professionals, and industry leaders at the Novotel Hotel in Bucharest for its annual benchmark conference addressing the self-care sector - *Regulation. Innovation. Sustainability*. This year's edition reflected the urgent need for updated, clear, and practical legislation, while also addressing the digital and environmental challenges shaping the self-care landscape.

Organized with the support of Reckitt, Kenvue, Zentiva, IQVIA, Google, DatamedIQ, AI by DNA, DLA Piper, and Media Kompas, the event offered a high-impact platform for real dialogue, cross-sector collaboration, and shared strategic direction.

The conference was hosted under the umbrella of RASCI's national education initiative *About Health, with Responsibility* ([Despre Sanatate, cu Responsabilitate](#)).



## Opening Session: Building a Modern Self-Care Framework

**Diana Mereu** (CEO, RASCI) kicked off the day by stressing the need to ground European policy in Romanian realities. Self-care is no longer a secondary concept but an essential part of a modern, accessible health system.

**Jurate Svarcaite** (Director General, AESGP) outlined pan-European trends: digitalization, decentralized care, and sustainable regulation. She encouraged Romania to proactively shape local implementation strategies, highlighting the opportunity for stronger public-private collaboration.

**Alexandru Rogobete** (Minister of Health) expressed support for elevating self-care in public health strategy. He called for a rethinking of the system - where patient responsibility and access to quality OTC products are no longer afterthoughts, but pillars.

**Răzvan Prisada** (President, ANMDMR) reiterated the agency's commitment to transparent, realistic regulation. He acknowledged challenges with outdated frameworks and underlined the need to modernize the current regulatory framework, and affirming ANMDMR's readiness to co-develop an updated, enforceable version with industry input.

**Costin Vasilescu** (Head of RA & Safety SEE & Israel, Reckitt and RASCI President) closed the session by pointing out that regulation without applicability is a risk, not a safeguard. He stressed the importance of aligning industry regulation with reality: "Without clarity, even the best initiatives lose their power."



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## Session I: Regulation in Practice - What Changes, What Matters

Experts from DLA Piper, Haleon, and Media Kompas examined the EU Pharma Law and how it must be adapted to Romania’s market.

**Amalia Muşat** (Counsel, DLA Piper) detailed the EU Pharma revision, stressing its implications for OTC reclassification, transparency, and digital information access. One red flag: the proposed switch of antimicrobials from RX to OTC - a move that, **Nicolae Fotin** (Managing Partner, Media Kompas) warned, could strain the healthcare system and fuel misuse.

**Cătălina Florea** (Cluster RA Lead, Haleon and RASCI VP) highlighted discrepancies between EU vision and local enforcement capacity, calling for clearer transitional guidelines and stronger coordination between authorities and companies.



## Session II: OTC eCommerce - Growth, Access, Compliance



**Dominique Zieglmayer** (Founder & CEO, DatamedIQ) presented cross-market data showing exponential growth in online OTC sales. In Romania, eCommerce regulation remains outdated, with consumers increasingly preferring digital channels.

**Dan Pascu** (Vicepresident, Competition Council) warned of growing consolidation risks and stressed the need for fair access models.

**Mihai Voicu** (Head of Retail, Glovo) noted that marketplaces, on-demand or last-mile delivery platforms face legal uncertainty when handling health-related products. He advocated for clear guidance to balance consumer needs with patient safety.

**Livia Zamfiropol** (Partner, DLA Piper) laid out key legal concerns - from cold-chain logistics to online marketing boundaries. She emphasized that eCommerce cannot function outside a robust legal framework, but that the framework needs to be updated to allow and integrate a new OTC eCom model, considering current digital realities.



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## Session III: Sustainability - Regulation Meets Responsibility

Sustainability is no longer optional. The panel, including the Ministry of Environment representative, Zentiva, and Pivot-C, addressed how to realistically implement EU’s Urban Wastewater Treatment Directive (UWWTD) by 2045, and how environmental regulation must reflect local realities, not just translate EU text.

**Gheorghe Constantin** (Deputy General Director, Ministry of Environment) emphasized the need for environmental regulation tailored to local capacities.

**Simona Cocos** (General Manager RO & MD, Zentiva) and **Andreea Nicolae** (Managing Partner & Co-Founder, Pivot-C) highlighted industry efforts to adopt eco-packaging and reduce pharmaceutical waste but warned of cost burdens. Government incentives and predictability, they said, are essential to sustainable compliance.



## Session IV: Health Communication & Misinformation



**Thomas Bosment** (Country Head RO & MD, Opella) explored the rise of *fake medfluencers* and the blurred lines between advice and advertising. He warned that misinformation, if left unchecked, can undermine years of public health progress.

**Orsolya Borsos** (Member, CNA) confirmed that current regulations struggle to keep pace with online media. Enforcement is limited, especially on platforms that operate beyond national jurisdictions.

The final debate featured **ANMDMR**, **CNA**, **RAC**, **SNMF**, and **Faculty of Pharmacy UMF Carol Davila**.

The discussion highlighted growing concerns about the spread of health misinformation online and the increasingly blurred lines between credible advice and commercial promotion. Participants agreed that current regulations are struggling to keep pace with the digital environment, particularly across platforms that operate beyond national control.

There was strong consensus on the need for stronger monitoring and improved enforcement when it comes to online health content by better cross-sector coordination and collaboration. Ultimately, all stakeholders recognized that protecting public health in the digital age requires unified action, transparency, and a focus on long-term accountability.



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## Innovation Spotlights

- **AI in Self-Care:** Kostas Varsamos (Co-Founder & Managing Partner, AI by DNA) demonstrated how AI can flag compliance risks, personalize patient communication, and forecast product demand responsibly - if trained on ethical data.
- **Search, YouTube & Health:** Google’s Elisabeta Moraru (Country Director) & Aneta Pleșa (Industry Manager) shared how digital platforms influence health decisions, and how to apply OMS 194/2015 to modern content stream.
- **Consumer Trends:** Silvia Brumaru (General Manager RO & MD, IQVIA) presented key market data, underlining continued growth in self-care and the rising importance of informed consumer behavior.



## Closing Thoughts & What’s Next

In his wrap-up, Costin Vasilescu (RASCI President) reminded attendees that “self-care doesn’t work in isolation - it takes regulation, innovation, and real collaboration.” He also announced a major milestone: **RASCI will celebrate 10 years in 2026** with an international conference in partnership with AESGP.

Event date to be announced soon!



**“RASCI’s 2025 Conference was a space where compliance met creativity, where regulators and companies tackled complexity together, and where public trust took center stage. Self-care only works when it’s informed, supported, and aligned. And that’s exactly what we’re building together.”**

Diana Mereu, RASCI CEO

