

CHC Medical Affairs

A strategic partner in successful support of
continuous business growth of the company

11.09.2026 | Joanna Scislowska
Head of CHC Medical Team

Short BIO

Joanna Scislowska PharmD – Head of CHC Medical Team in Polpharma Group



- **13 years expertise in Medical Affairs**
- **Area of expertise in the CHC segment (OTC, FS, MD, Cosmetics)**
- **Business development (new brands, purchases, acquisitions)**
- **Maintenance of existing brands within company's portfolio**
- **Creation distinguished, creative, consumer-friendly, medical and trustworthy claims used in marketing campaigns**



Consumer-centricity as a part of CHC Medical Affairs

Consumer-centricity is becoming central to medical affairs strategy

Increasing consumer's needs

Increasing consumer's knowledge

Increasing role of patient's associations

Increasing role of self-medication

Increasing competitor's market

Decreased access to treatment

Socio-economic factors

What is the role of modern CHC Medical Affairs in keeping consumer at heart ?

Collecting, Processing, Translating and Transforming data into consumer-friendly claims

DEFINITION

MEDICAL AFFAIRS – PAST

Bridge between scientific research, healthcare professionals, patients and commercial team

EXECUTIONAL ROLE

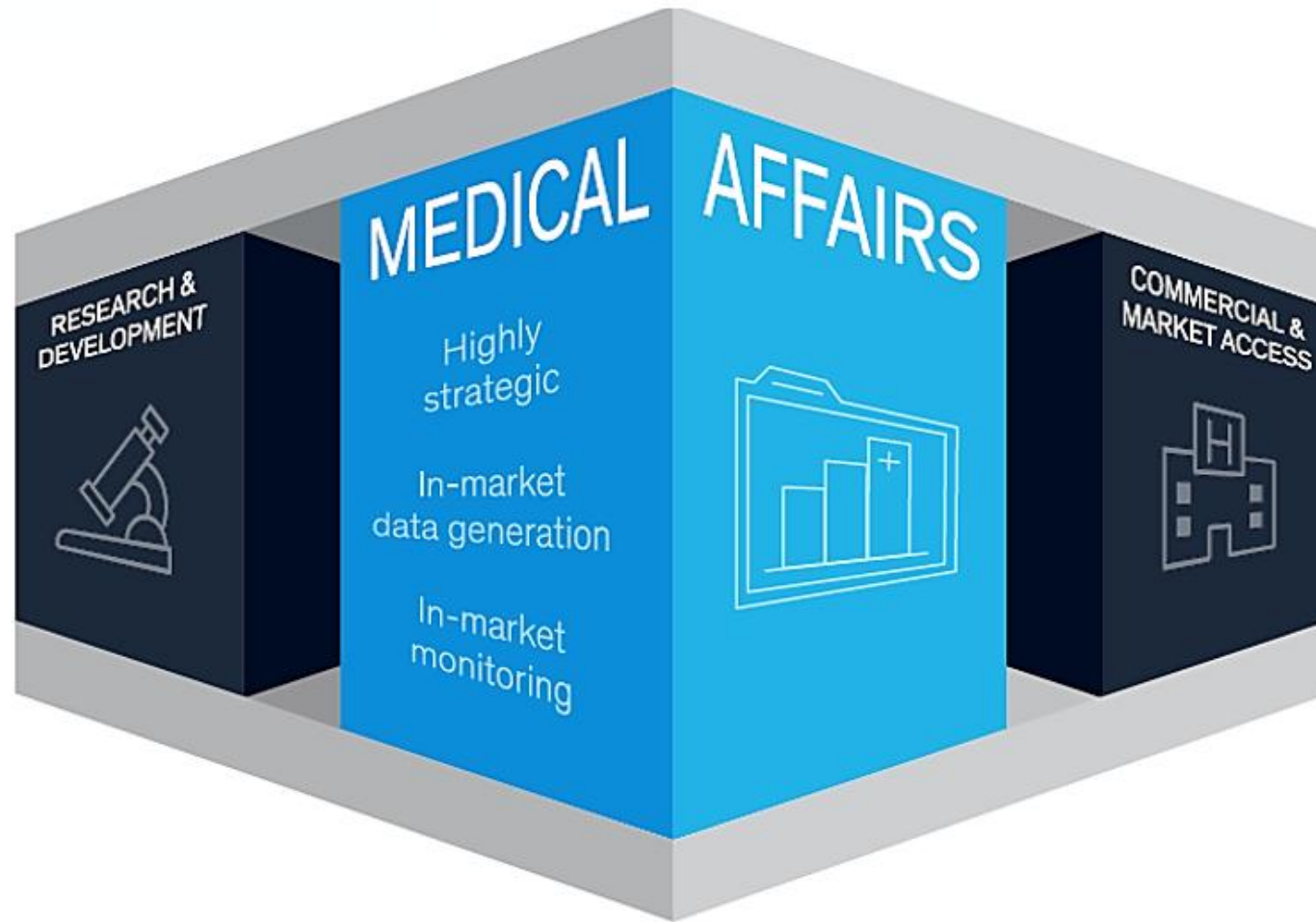
MEDICAL AFFAIRS – PRESENCE

Bridge between scientific research, healthcare professionals, patients and commercial team with ability to translate scientific and all relevant data into meaningful insights helping organization make better decisions which support improved patient outcomes

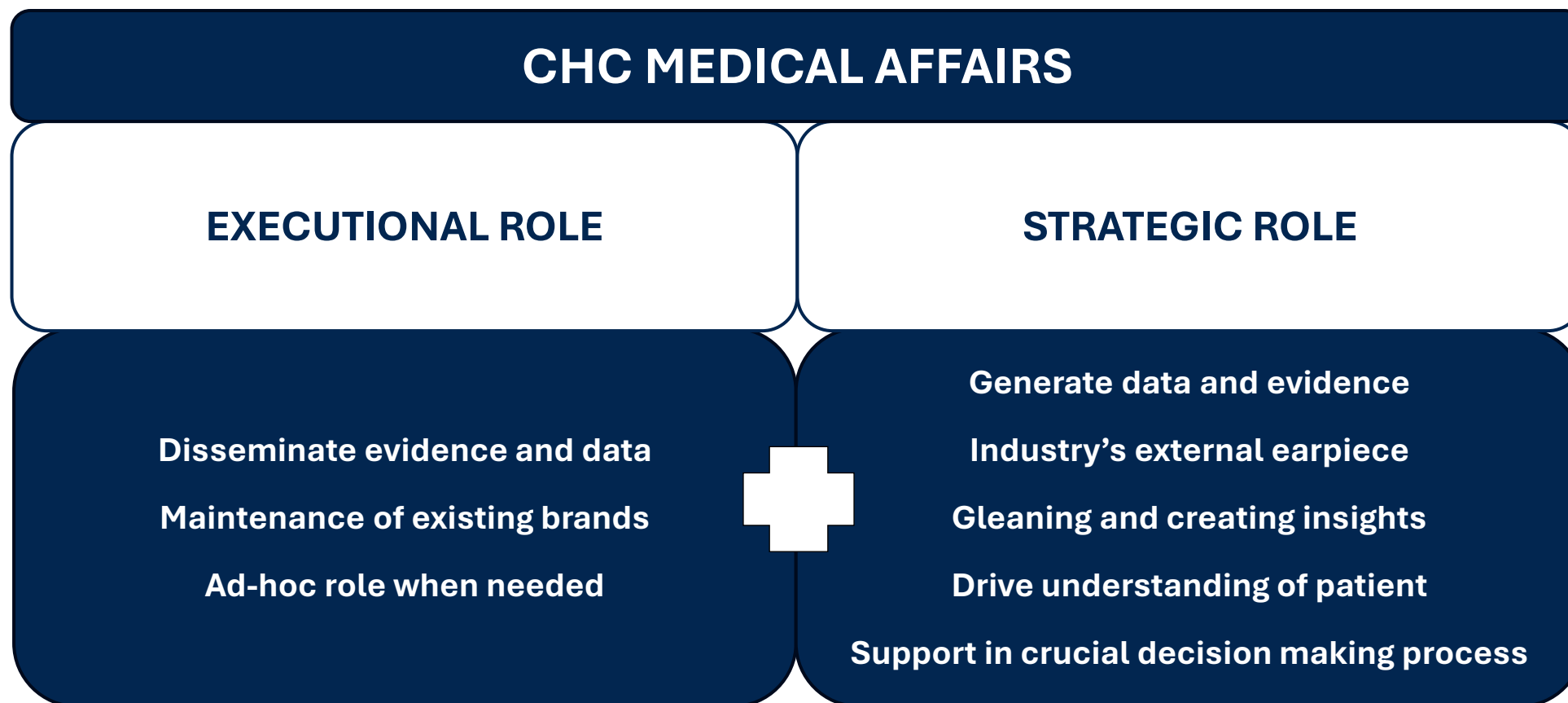
STRATEGIC ROLE

MEDICAL AFFAIRS TRANSFORMATION

Medical Affairs is transitioning to a new strategic role within the organization
(McKinsey & Company 2019)



**ONE OF THE MOST
IMPORTANT SOURCE OF
SCIENTIFIC INTELLIGENCE**



MODERN CHC MEDICAL AFFAIRS EXPECTATIONS

GENERATE MEDICAL INSIGHTS
FROM SCIENTIFIC, CLINICAL,
OPERATIONAL AND STAKEHOLDER
DATA

GENERATE MEDICAL CLAIMS
FROM SCIENTIFIC, CLINICAL,
OPERATIONAL AND STAKEHOLDER
DATA

EMERGING SCIENTIFIC TRENDS

PARTICIPATION IN LONG-TERM
PIPELINE STRATEGY

CRUCIAL PART IN PRODUCT
DEVELOPMENT

UNMET MEDICAL NEEDS

**How Polpharma CHC Medical
Team come up with these
expectations ?**

CHC MEDICAL AFFAIRS POLPHARMA'S PERSPECTIVE

GENERATE MEDICAL INSIGHT

Ibuprofen suspension with 2x lower granulation and higher viscosity– **bitter free formula**

GENERATE MEDICAL CLAIMS

Biotebal contains the only biologically active biotin - d-biotin

EMERGING SCIENTIFIC TRENDS

Vecollal – first vegan alternative to collagen with biomimetic properties and better absorption to standard collagens

PARTICIPATION IN LONG-TERM PIPELINE STRATEGY

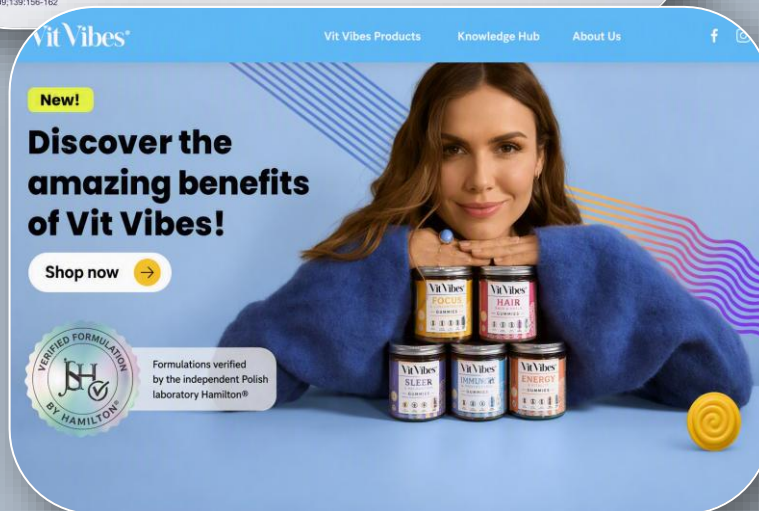
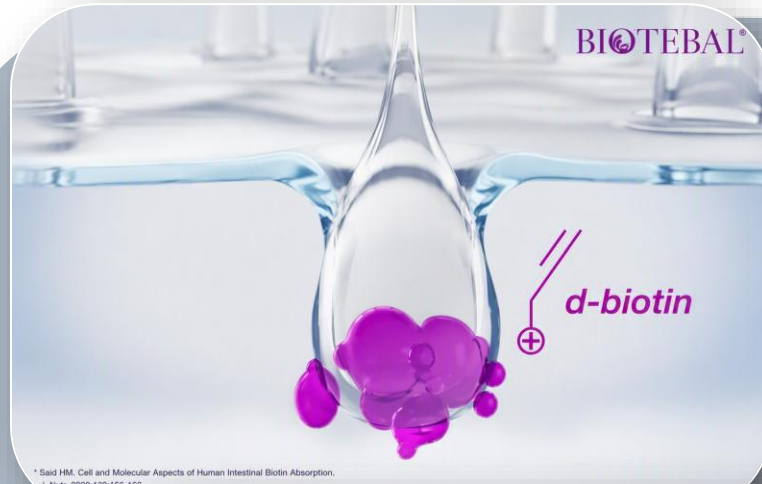
Acquisitions: e.g Biofarm Romania

CRUCIAL PART IN PRODUCT DEVELOPMENT

Vit Vibes, Biotebal Hair&Skin Collagen Booster

UNMET MEDICAL NEEDS

Pleiotropic effect of vitamin D added to the SmPC



Summary

Stakeholder's centricity (internal & external)

No possibility to omit Medical Affairs transformation

Significant shift in Medical Affairs Member's mindset is crucial

Mutual best-knowledge sharing and a part of close and successful collaboration



CHC MEDICAL AFFAIRS: We *C*reate a *H*ealthy *C*hange

Thank you!

Polpharma Group