

28 Jun 2021 | Interviews

# Over The Counter, 28 June 2021: The Promise Of Digital Health, with PAGB's Michelle Riddalls

by [David Ridley](#)

In this bonus edition of HBW Insight's new 'Over The Counter' podcast, David Ridley (Senior Editor, EU), speaks to the PAGB's Michelle Riddalls about the association's upcoming Digital Week event (5-9 July) and the promise of digitalization for the UK consumer healthcare industry.

In this wide-ranging interview, HBW Insight speaks to UK consumer healthcare industry association, the PAGB, CEO Michelle Riddalls about the acceleration of digitalization during the coronavirus pandemic, as well as the opportunities and challenges of the recent e-commerce boom and how this highlights the need for consumer digital literacy. Social media influencers, mobile health apps and wearables and real-world data/evidence are all also on the agenda.

[Click here to explore this interactive content online](#) ✨

## Sign Up For Digital Week

PAGB's Digital Week, for which HBW Insight is media partner, is an online, interactive conference offering new information, practical advice and discussion about five key digital topics affecting the consumer healthcare industry, running from 5-9 July.

Spread over five days, it features speakers from Google, UK regulator the Medicines and Healthcare products Regulatory Agency (MHRA), PAGB's own expert team and leading consumer healthcare brands sharing their experience in the digital sphere.

You can join for the whole week or your choice of themes: eCommerce; real-world evidence and

data; apps and medical devices; advertising and social media; and self care.

View the full program and book here: <https://www.pagb.co.uk/digital-week-programme/>

**Recommended Reading:**

[Reckitt Launches 'Largest Ever' Digital Campaign For E45 In The UK](#)

[Post-COVID Consumers Want Digitally Enabled, Personalized And Continuous Self-Care](#)

[Perrigo's Svend Andersen Sees 'Revolutionary' Role For Digital Self-Care](#)

[Reckitt UK Launches 'Living And Breathing' Hay Fever Campaign For Optrex](#)

[Numan Adds Automation To Its Digital Consumer Health Offer With Vi-Health Acquisition](#)

[GSK UK Celebrates 20 Years Of OTC Voltarol With 'Wearable' Knee Brace Launch](#)

[J&J's Nicorette QuickMist SmartTrack – Getting Inside One Of 2020's Biggest UK Launches](#)

['Alexa, Buy Berocca Boost' – Bayer Launches First 'Actionable' Consumer Health Ad In The UK](#)

[Rx-To-OTC Switch, Digitalization And CBD High On The Agenda For UK Industry In 2021](#)

[Digitalization Key To Sustaining COVID-Related Boost To UK Supplements Market](#)