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# Over The Counter 6 March 2023: A Guide To Post-Pandemic Consumer Healthcare Marketing, With Kaizo's Kerry Lennox

by [David Ridley](#)

In this episode, HBW Insight speaks to UK PR firm Kaizo's associate director Kerry Lennox about consumer healthcare marketing in the post-pandemic context. With consumers bombarded by healthcare messaging and increasingly anxious about their health and wellness, Lennox explains how OTC firms can play a key role in supporting responsible self-care. As trust shifts away from governments and scientific experts towards front-line healthcare professionals like pharmacists, OTC brands are becoming more important to consumers, helping them "tune back in" to science-based health and wellness while supporting this crucial part of the healthcare ecosystem.

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