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Last month, I was lucky enough to be awarded the CHPA Women’s Leadership Forum “Share Your Story Contest” which granted me free registration to the CHPA Marketing Conference July 24 – 25. This was an incredible learning experience for me, and a great leadership and networking opportunity as well. I met so many experts in the OTC industry. I was able to learn from the presentations themselves and absorb various facets of the industry from the diverse folks who attended.

The theme of the conference was “The New Consumer Journey” and focused on how the healthcare landscape is drastically changing and how consumers, retailers, healthcare professionals (HCPs), and industry are being impacted by these changes. Here are some of my key takeaways:

1. **Personalization of medicine** – Healthcare is becoming more personalized, and consumers are actively participating in their own health. Data and technology have evolved so much that consumers can track various aspects of their health, from calorie intake to activity levels to heart rate and mood, without any consultation with an HCP. This allows consumers to actively make changes in their health and see these changes in real time.  
What was most interesting to me in this topic area was how HCPs define “personalization of medicine” – which is by genetics. Understanding the genetic makeup of a person can allow an HCP to tailor a treatment plan, even including specific medications, and hopefully provide better outcomes for the patient.
2. **Holistic healthcare.** – One by-product of this personalization of medicine seems to be the emergence of a more holistic approach to how consumers are treating ailments. There has been a large increase in the amount of out-of-pocket dollars that consumers are spending on complimentary care. They may be visiting various specialists (e.g., chiropractors or acupuncturists) or engaging in multiple interventions of care (e.g, yoga or herbal supplements). Consumers are not just interested in their physical health, but also including emotional, mental, spiritual health in this all-encompassing approach.
3. **eCommerce** – Not only are consumers continuing to buy more online, but the eCommerce model has trained them to receive goods/services this way – in a convenient, stream-lined

experience. Consumers like the ability to see all options, choose their own, and “checkout.” They’re wanting this type of model in other things, like choosing healthcare benefits.

These are hot topics that everyone in industry should be aware of and closely follow. This will help us to better understand our consumers, which ultimately helps us to better serve our consumers. I’d like to thank the CHPA Woman’s Leadership Forum for this amazing opportunity and looking forward to continuing to learn more about changes in healthcare and “the new consumer journey.”