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A Medicare Advantage OTC Benefit Study

Nearly 18 million seniors have access to a plan-funded and administered OTC benefit through their Medicare Advantage plans. The benefit includes many OTC medicines as well as a broad number of consumer medical devices and select dietary supplements. Cary Badger and Zain Jafri presented the results of a first-of-its-kind study, with a deep dive into three question areas.

Speakers:



Cary Badger,
Principal,
HealthScape
Advisors



Zain Jafri,
Vice President,
Innovation &
Analytics, Pareto
Intelligence



David Spangler,
SVP, Legal
Government
Affairs & Policy,
CHPA

Advancing the Retailer Quality Experience - How cGMP Certification for Dietary Supplements will make the Difference

Certification of cGMP for dietary supplements has become a must-needed advantage in navigating product placement at retail. With growing numbers of retailers requiring quality assurance of company products, the certification process will help facilitate and ensure that all requirements are in place for product acceptance. Learn how NSF International leads the way in certification and how you can enroll your company and facilities.

Speakers:



David Trosin, Managing
Director, NSF International



Mahya Wood, Project
Manager, NSF International

An Untapped Strategy for Sustainable Brand Growth

With consumer health booming, there are incredible opportunities for OTC marketers to generate significant growth for their brands—if they look in the right places. Linda Ruschau, Chief Client Officer at PatientPoint, spoke with Tom Finn, retired president of the Global Personal Health Care business at Procter & Gamble, to get his expert insight into the consumer health market’s growth potential. This session offered insider tips on how to efficiently and effectively drive accelerated, sustained growth for consumer health brands.

Sponsor: PatientPoint 

Speakers:



Linda Ruschau, Chief Client Officer, PatientPoint



Tom Finn, President (retired), Global Personal Health Care at Procter & Gamble

Culture Keepers: A Vital Evolution in Healthcare Marketing Strategy

In the healthcare space, Culture Keepers have largely been ignored but have been quietly impacting decisions and trends for decades. The current pandemic has significantly elevated their impact, and they have started transcending digital and social channels to change perceptions and alter “reality” despite data, insights, and experiences. Society has entered an era where cultural influences and influencers will take on more important roles in shaping healthcare, the 3 customer habits that drive it, and the end consumer reaction. This session shared five key factors marketers should focus on.

Sponsor: **GREY**

Speakers:



Jason Kahner, President, Global Health & Wellness



Ankit Vahia, Executive Strategy Director, Health & Wellness

eCommerce - Transformation and Acceleration in a COVID World

COVID has accelerated the eCommerce market by 10 years in 3-6 months. This session provided a greater understanding of which categories in Consumer Healthcare have accelerating, along with key consumer behaviors and attitudes on how consumers are thinking about fulfilling their purchase needs in an ever-expanding Omni-channel universe. This session includes an outlook for 2021 and beyond for how to attract and maintain consumers to this ever-growing and important channel.



Speaker:



Sam Gagliardi, Senior Vice President, E-Commerce, IRI

Fake Medicine: 6 Must-Know Trends Here to Stay in 2021 and Beyond

Healthcare companies lose billions of dollars each year because their intellectual property (IP) is copied and sold without their consent. This poses a growing risk for healthcare manufacturers and consumers alike. In this webinar, Red Points unveiled data from 2,000+ U.S consumers detailing existing and new online consumer behaviors towards OTC medicines. The findings provide valuable insights for healthcare manufacturers to effectively address the rise of fake medicine online.



Speakers:



Daniel Shapiro, VP of Brand Relationships, Red Points



Phil Lewis, Director-General, Anti-Counterfeiting Group

Government Incentives & Site Selection: How to Maximize Your Efforts

If your company has been considering a relocation, consolidation, or expansion of manufacturing, distribution, or office facilities, this webinar explores some of the basics and best practices that your team can employ to maximize efforts to find the best long-term business location and attract valuable incentive offers.

Speakers:



Darin M. Buelow,
Practice
Leader for
Real Estate &
Location Strategy, Deloitte



Larry Gigerich,
Executive
Managing
Director, Ginovus



Jason Hester,
President, Greater
Columbus Indiana
Economic
Development Corp

Healthcare OTC Product Shopper Trends - Insights into The COVID Effect

While COVID-19 has had a profound effect on the healthcare industry in general, it has had a unique impact on shopper purchase dynamics of over-the-counter (OTC) product categories. During this panel discussion, attendees discovered how consumer behaviors have changed and varied by OTC category because of COVID-19. Catalina shared what they observed and insights they gleaned from the pandemic's initial months, during the subsequent year, as well as current and emerging shopper trends at the time of the webinar. Catalina identified marketing opportunities to seize and potential strategies for OTC brands to pursue as well as addressing some of the ongoing challenges from the pandemic that brands can expect to face.

Sponsor: Catalina

Speakers:



Richard Qian, Brand
Lead, Sanofi
Consumer
Healthcare



Paul Flugel,
SVP - Marketing
Performance &
Brand Analytics,
Catalina



Brian Maki,
SVP - US Direct
Sales, Catalina

More with Less: A Proactive Approach to Address Labor Shortages

The labor shortage is very real and is not going away anytime soon. Considering cloning of workers has not been approved by the FDA, companies need to look internally at what they can do to improve their operations to increase efficiency. There are many ways to address the gap between demand and current production that don't require a large capital expense and this webinar discussed a few of those options. Topics included implementing best processes to minimize waste and employee down time, performance tracking to improve utilization, effective incentive plans and ensuring inventory is allocated correctly across your network to take advantage of labor capacity.

Speaker:



Jeremy Tancredi, Partner, West Monroe

Navigating the Unknown - Cough, Cold and Flu 2021/22

Littered with unknowns, the 2021/2022 cough, cold, and flu season is set to be one of the most unpredictable ever. Unlike last year, when lockdowns, mask mandates, and other factors made a poor season more likely, the relaxing of many of these restrictions means dealing with a very different environment. IQVIA Consumer Health's experts discussed current factors in play, how the season has started, what to watch out for as the season goes on, and their forecasts for the coming quarters, thus enabling manufacturers to plan and adapt with confidence.

Sponsor:  **IQVIA**
CONSUMER HEALTH

Speakers:



Doug Long,
Vice
President of
Industry
Relations,
IQVIA



Chip Schaible,
Director,
Business
Development,
US Consumer
Health



Matt Stewart,
Global Marketing
Manager, IQVIA
Consumer Health

Return to Work: Important Legal Considerations for Employers

As vaccines become more widely available across the country, and companies are inching closer to reopening on-location support, those planning to bring workers back must address numerous issues. This webinar addresses the various employment law issues that all members of the Consumer Healthcare Products Association (CHPA) should consider as they reopen or ramp up operations.

Sponsor: 

Speakers:



Todd A. Bromberg,
Partner,
Wiley



Martha G. Vázquez,
Associate, Wiley



Tracy Heinzman,
Partner, Wiley

Targeting Personalized Microbes

This webinar focused on the function of the microbiome, its components and how they are regulated, and finally how science is looking to modulate our microbes for health benefits in the future. Learn the function of our microbiome, an understanding of what the microbiome is and how probiotics can fit in, and where the science is leading probiotic and microbiome development.

Speaker:



Noah Zimmerman, Business Development and Technical Service Manager for Probiotics, Arm & Hammer

The Journey to Successful DEI Programs in the Self-Care Industry

Are you looking to grow your DEI Program as a company? Are you looking to reinvigorate and build momentum? Regardless of where you are in your corporate DEI journey, CHPA stands ready to assist you and work together to realize a more inclusive consumer healthcare industry! Learn how to get started and/or how to progress in building your company's DEI programming, tips and best practices from self-care industry DEI leaders, and understand where your company is in its journey toward an inclusive culture.

Speakers:



Mariana Boney, President and CEO, Achieve More, LLC



Derek Gordon, Chief Diversity, Equity, and Inclusion Officer, Colgate-Palmolive Company



Shakti Harris, Head, US Inclusion and Diversity, Bayer Consumer Health



Kolene Miller, Global Diversity Officer, Perrigo Company

The New FTC: Should You Be Worried?

Covington partners Laura Kim and John Graubert are well-positioned to share their thoughts on what to look for in today's FTC. Laura served in the FTC for 12 years, primarily in the Bureau of Consumer Protection, which enforces against misleading or unfair advertising. John also has past service at FTC and co-chairs Covington's advertising and consumer protection practice group. Laura and John presented valuable insights in a conversation moderated by CHPA's David Spangler.

Speakers:



John Graubert, Partner, Covington & Burling LLP



Laura Kim, Partner, Covington & Burling LLP



David Spangler, SVP, Legal Government Affairs & Policy, CHPA

webPOISONCONTROL: A Novel Consumer Product Safety and Industry Survey

webPOISONCONTROL has managed more than 537,000 exposures to common substances like personal care products, cleaning products, medicines and homeopathic remedies, pesticides and insecticides, plants, bites and stings, recreational substances, and more. Watch if you are curious about the data that drive the recommendations provided to consumers by the tool, and how companies can work with webPOISONCONTROL. Together we can ensure consumers get the most appropriate guidance for possible poisonings.

Speakers:



Kelly Johnson-Arbor,
Medical Director, MedStar
Georgetown University
Hospital



Krista Osterhale, Director of
Strategic Partnerships, National
Capital Poison Center