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An Untapped Channel for the ‘#1 Doctor Recommended’ Claim

How do brands become ‘#1 Recommended’? The answer is easier than you may think: through the doctor! Hear from a panel of consumer health experts on the most proven, effective —yet under-used —strategy to increase brand awareness and drive more sales: messaging at the doctor’s office.

Sponsor: PatientPoint 

Speakers:



Rick Crangle
Principal, IQVIA/ProVoice



Rhonda Hoffman
EVP, Chief Marketing Officer, Pharmavite



Tom Finn
Retired President, Global Personal Health Care, Procter & Gamble



Linda Ruschau
Chief Client Officer, PatientPoint

Dissecting the Market Basket by Journey

Today's self-care shopper enters their journey with a specific mission in mind. This presentation, based on exclusive research conducted by HRG, examines shopping behavior through four unique lenses and purchase intents: 1) Remaining well; 2) Recovering quickly; 3) Managing a chronic condition; and 4) Caring for a loved one. Additionally, several "need state" market baskets are viewed by shopper intent. This unique dissection of a shopper's purchase behavior can be used to inform approaches to category management, product development and messaging, as well as promotional practices.

Speaker:



Dave Wendland

Vice President, Strategic Relations, and Co-Owner,
Hamacher Resource Group

Engineered Self-Care Shapes a New Era for Consumer Health

Product development, including Rx to OTC Switch, and portfolio product improvement will include technology-powered and connected consumer support for safety, adherence, and appropriate use. With the right Health Technology Platform partner, Consumer Health companies will transform self-care – making it more effective, affordable, and consumer friendly – and, in doing so, will reverse undertreatment and improve health equity. This session outlines the attributes of a qualified Health Technology Platform partner and demonstrates the consumer experience of Engineered Self Care.

Speakers:



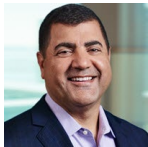
Mary Alice Lawless

Founder, Biograph Inc.



Joe McGovern

Chief Strategy Officer,
Biograph Inc.



John Jesser

President, Clinical Solutions,
Amwell



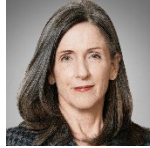
John O'Mullane, PhD

President, Prequent

Environmental Sustainability: Wait, there's more...

Environmental sustainability issues are in the fore as societies and their governments think about climate change, as state legislators propose packaging or extended producer responsibility bills, and as shareholders demand action. Two experts from Covington & Burling provide their perspectives on how consumer healthcare companies of all shapes and sizes should think about approaches to environmental sustainability. Included is: (1) A global review of evolving stakeholder interests and political dynamics; (2) How analogous industries are managing their sustainability goals; and (3) Tips on navigating the intersections of FDA and EPA responsibilities.

Speakers:



Carol Browner
Senior of Counsel and
former EPA Administrator,
Covington & Burling



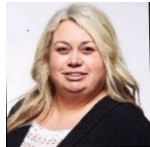
Gary Guzy
Former EPA General
Counsel and Deputy
Director, White House
Council on Environmental Quality

Emerging HCP Activation Trends in Consumer Health

In an era of resource constraints, getting the most value from your patient activation investment is key. Multi-channel engagement including provider recommendations is challenging, but crucial to ensuring consumer health brand success. Join IQVIA Consumer Health to discover how leveraging data and insights to direct promotional efforts HCPs can improve the share of recommendations, while also driving efficiencies in your go-to-market operations.



Speakers:



Sue Johns
Senior
Director,
Global
Consumer Health, CSMS,
IQVIA



Kerri Petrakis
National Sales
Director,
Strategic
Partnerships, CeraVe,
L'Oréal USA

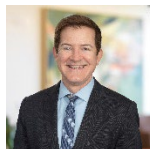


Todd Francis
General
Manager, CSMS,
IQVIA

Picking on PFAS: Proliferating Legislation, Regulation, and Litigation

Given the substantial activity in state legislatures around the US that are prohibiting PFAS in certain classes of products, and the recently filed class action lawsuits relating to false advertising on the basis of undisclosed PFAS, this session will: (1) discuss the history and basic science of PFAS, (2) review recent legislative and regulatory developments concerning PFAS in products including consumer health products, and (3) highlight recent class action litigation and expected future litigation trends.

Speakers:



Trenton H. Norris
Partner,
Arnold & Porter



Elissa J. Preheim
Partner,
Arnold & Porter



Will Wagner
Senior
Associate,
Arnold & Porter

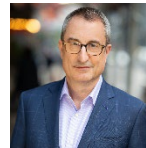
Self-Care for Self-Care Leaders

CHPA, and its members, are committed to creating safe and effective self-care solutions for consumers. At a time of unprecedented change and disruption, CHPA members are providing a crucial role in the healthcare ecosystem. At the same time, senior executives are under more stress than ever. To make this sustainable, CHPA members have a clear leadership opportunity: to infuse this notion of self-care into their leadership and work practices. This session will help leaders in the consumer healthcare industry see their own self-care as a prerequisite for enhanced leadership and performance.

Speakers:



Luciana Nunez
Partner, Executive Coach,
The Preston Associates



Barton Warner
Executive Coach,
The Preston Associates

Understanding Digital out-of-home Capabilities and How your Brands can Prosper

In this session, industry leaders in out-of-home media, programmatic, and data come together to explain how technology has changed the way brands plan, execute, and evaluate out-of-home strategies. The tools and strategies discussed give the consumer healthcare industry unique insight into an important and growing marketing channel that the industry has previously been unable to accurately measure beyond reach and frequency. With the innovative data capabilities that are now available to over 160,000 digital out-of-home advertisement venues, we can help marketers measure the impact of digital out-of-home on sales by leveraging IRI's Sales Lift methodology.

Speakers:



Ian Dallimore
VP of Digital
Growth,
Lamar Media



Lucy Markowitz
SVP, US Sales,
Vistar Media



Michael Quinn
SVP, Global
Media, IRI

Corporation

Understanding Proposition 65

This webinar provides a comprehensive overview of Proposition 65, including labeling requirements under the law, changes to the Clear and Reasonable Warning language requirements and the processes utilized by the Office of

Environmental Health Hazard Assessment (OEHHA) to include a chemical on the list. Specific case examples are provided where CHPA has worked with members to help them comply with the requirements under the law.

Speakers:



Jay Murray, PhD
CEO,
Murray & Associates



Jay Sirois, PhD
Vice President, Regulatory &
Scientific Affairs, CHPA