



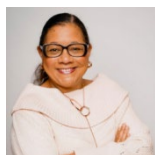
CHPA Academy is here to help members find connections and solutions, and features e-learning opportunities covering hot topics from the convenience of your computer or mobile device. Be sure to bookmark [CHPA Academy](#) and check back often for upcoming webinars and courses. Check out our educational webinar catalog for 2024!

### [Racial Equity: A tool to Improve Retention and Strengthen Your Brand](#)

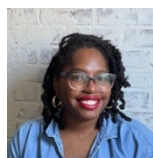
The objective of this workshop is to provide a framework that companies can use to assess racial equity in the workplace. We will share the framework's internal and external pillars along with the metrics that serve as a meaningful standard. Will also provide examples of what different companies are doing in each pillar to move the needle on Racial Equity.

This workshop provides those who are just starting their DEI journey with a framework and guidelines to allow them to take their first step. Also, it is suitable for those who have been working towards racial equity with a review of our metrics and standards to compare with their company's progress. Finally, while focused on Racial equity the framework has broad appeal for those who seek strong DEI success metrics.

#### Speakers:



Tina Gilbert, Chief Advisory Officer and VP Employer Offerings, MLT

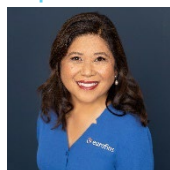


Esme-Thea Sanders, Engagement Leader, MLT

### [Hot Topics in Impurities & Contaminants Testing](#)

This webinar will cover current impurities and contaminants "hot topics", the regulatory highlights and recent updates regarding these compounds of interest. Several compounds have received extra coverage in the media and are quickly becoming "targets of interest" by regulators. Our subject matter experts will ensure you are aware of the latest developments regarding impurities of interest, such as Nitrosamines and Benzene, plus other compounds to consider in your quality profile. We will discuss these compounds' origins, associated risks, monitoring considerations, and the potential analytical challenges that these compounds pose.

#### Speakers:



Grace Bandong  
Business Unit Manager  
Eurofins Food Chemistry

Testing



Nicholas Georges  
SVP, Scientific & International Affairs, Household & Commercial



Products Association (HCPA)  
Stefanie Rentfrow  
Analytical R&D Director

## Perrigo

### [Clinically Proven the New Power Claim Reshaping Consumer Purchasing](#)

Given the increasingly litigious and competitive consumer product landscape, it's difficult to find ways to cut through the noise let alone find a way to command a market premium ... until now. A new study by the University of San Diego has found that 'clinically proven' (i.e., found to perform significantly better than placebo in high quality human clinical trials compliant with FTC and FDA regulations) is among the highest forms of validation. Further, consumers were willing to pay at least 20% more in price for a 'clinically proven' product as opposed to a base label without the "clinically proven" claim.

This webinar will introduce the new consumer, retailer, and regulatory drivers contributing to the increased use of clinical trials and claim substantiation for consumer products. Then, we'll dig into the details of the UCSD findings and other top factors that influence intent to purchase. We'll also explore how companies can leverage AI and virtualization to conduct clinical trials that are more affordable and rapid and have higher odds of success. Individuals with scientific, regulatory, marketing, and sales roles will benefit from understanding the new consumer insights around consumer product health claims and the technologies that can enable claims at unprecedented affordability and speed.

#### Speakers:



Pelin Thorogood  
Cofounder & Executive Chair  
Radicle Science



Dr. Susan Hewlings, PhD, RD  
Vice-President of Research  
Affairs, Radicle Science

### [Let's Get Digital](#)

Managing digital assets to ensure an accurate and consistent description that meets the business rules for each platform a brand appears on requires carefully crafted rules, processes, and ongoing maintenance. This session defines critical elements of effective digital brand representation and offers advice on how to remain diligent in protecting its integrity across a virtual landscape.

#### Speaker:



Dave Wendland  
Vice President, Strategic Relations  
HRG

### [Understanding the EPR Landscape with Circular Action Alliance](#)

California, Colorado, Maine, and Oregon have passed Extended Producer Responsibility (EPR) programs for paper, packaging, and packaging-like items. A key compliance requirement for producers in EPR states is to join the approved PRO, report packaging data to the PRO, and then pay fees to the PRO based on the type and amount of packaging supplied into the EPR state. Circular Action Alliance (CAA) has been approved as the PRO in Colorado and California is submitting a program plan in Oregon in March 2024 and has been engaged with the rulemaking process in Maine. As the approved PRO in two of the four U.S. states, CAA is working to help

producers understand the regulatory landscape, producer compliance requirements, and what EPR will mean for their packaging.

**Speaker:**



John Hite, Regulatory and Stakeholder Engagement Advisor  
Circular Action Alliance (CAA)

**[The Rewired Consumer Enterprise: Getting the Operating Model Right](#)**

Leaders of consumer health companies are navigating a spate of shocks: economic uncertainty, a tough labor market, and intensifying geopolitical conflicts while consumers continue to change their habits and preferences. Amid these disruptions, business leaders face harder choices. They can no longer focus on either growth or profitability—shareholders demand both, so agility and adaptability are crucial.

At the same time, most consumer health leaders recognize that their traditional “operating model”—made up of a company’s capabilities, organizational structure, ways of working, technological tools, and talent—isn’t nimble enough to anticipate and respond to these changes. During this webinar, McKinsey & Company leaders will share perspectives on how companies can develop an agile, yet simple and clear, model that responds to today’s business complexities and confers competitive advantage.

**Speakers:**



Kate Lloyd George  
Partner, McKinsey



McKinsey

Rebecca Johnson  
Senior Expert,  
Consumer/Retail  
Organization,



Shaun Callaghan  
Partner  
McKinsey

**[Using Gen AI to Uncover Insights into the Dietary Supplements Category](#)**

This webinar will explain an approach to using Generative AI to turbo-charge your consumer insights discovery, with the objective of accelerating business results. Learn how to get richer, deeper, and faster insights into your consumers than what is possible with traditional market research. We will share a detailed example of this approach across the Vitamins, Minerals, & Supplements categories, along with some compelling consumer knowledge we uncovered.

**Speakers:**



Christin Lambert,  
Associate Principal  
ZS



Kyle McCormick,  
Consultant  
ZS

### [Goodbye Chevron. Hello Loper Bright Enterprises v. Raimondo](#)

An early take on implications of the Supreme Court’s recent decision on the standard of review for federal agency interpretations of their statutes. We’re delighted to host a webinar featuring Covington & Burling’s Gerald Masoudi.

**Speaker:**



Gerald Masoudi  
Partner  
Covington & Burling

### [Taking your Consumer Healthcare Brand International: Strategies for Success](#)

In this insightful webinar, International Business Development Director at Ceuta Group, Keith Garrity, addresses the prevailing notions surrounding going global and explores the pitfalls businesses often encounter when endeavoring to expand their consumer healthcare brand into one or multiple international markets. Most importantly, Keith outlines how to overcome these hurdles.

Taking you through real-life examples and success stories, Keith gives attendees insider tips on how to navigate the intricate mazes of international markets and the key steps that can make or break a business’s success.

**Speaker:**



Keith Garrity  
International Business Development Director  
Ceuta Group

### [Could We Live to 200? Exploring the Superhuman Era of Longevity](#)

Anything is possible in the Superhuman era. Today we are on the cusp of a paradigm shift for human longevity, with consumers now having access to tools that will not only super-optimize their health but could also even reverse the effects of aging. Thanks to advances in wellness technology, we are entering an era of not just maintaining health but elevating it; of not just being fit but taking advantage of services and metrics that were previously reserved for professional athletes. In this world, our well-being isn’t just being managed – it’s being supercharged.

**Speakers:**



Eric Weisberg  
Global Chief Creative  
Officer  
Havas Health & You



Chloé Depiesse  
EVP, Head of Digital  
Strategy  
Havas Health & You

### [Entertainment for Equity: Bridging Gaps, Saving Lives](#)

Humanity is in a state of emergency against one of the greatest threats we've ever faced — health inequity. Could a new form of creativity save lives? What if Hollywood and Madison Avenue came together to fight the crisis? What if the entertainment we already love could also be educational?

This panel will forever change the way people think about their health, their communities and the current state of advertising creativity in the health and wellness space. It will bring together actors, doctors, storytellers and more to start a provocative discussion about closing the health equity gap.

#### Speakers:



Eric Weisberg, Global Chief Creative Officer, Havas Health & You



Andre Gray, Chief Creative Officer, ANNEX 88

### [The Future of Ecommerce: Generative AI and Experimentation](#)

Paid media and e-commerce are experiencing a significant transformation thanks to advancements in generative AI. NetElixir's Co-Founder and CEO, Udayan Bose, shares his insights on how marketers can harness generative AI to enhance creativity, accelerate experimentation, address margin challenges, and shift online engagement from mere Q&A to community building. Discover strategies to optimize your omnichannel digital marketing approach, effectively win high-value customers online, and adjust your tactics and budget for mid to low-value customers.

#### Speaker:



Udayan Bose, Founder & CEO NetElixir

### [Real-World Data to Support Safety Monitoring for Consumer Healthcare Products](#)

Ensuring that consumer healthcare products are both safe and effective is a core objective of both manufacturers and regulators, but understanding real-world performance of consumer healthcare products can be difficult, especially if a major adverse event is the only way to understand if a product is not performing as expected. Leveraging real-world data from healthcare data registries and clinical records, patient-reported data from consumer wearables, and other sources can provide early insight into a product's performance, ensuring that safety signals can be investigated and, if necessary, addressed swiftly.

#### Speaker:



Jenna Phillips, Managing Consultant PA Consulting

### [Sustainable Packaging: Options for the Consumer Healthcare Industry](#)

As consumer healthcare organizations seek to achieve sustainability commitments to their consumers, shareholders and others, packaging is a crucial lever of influence. Forward thinking brands are facing regulatory, consumer, competitive, and public health pressure to reduce plastic waste as well.

Helping our clients to reduce plastic waste is a key way we are working to achieve and surpass net zero, including by leveraging our dry-molded fiber collectives, implementing compelling and effective alternatives to single-use plastic bottles and blister packs. Though most regulations today exempt medical packaging today, brands must expect and plan for a regulated future.

**Speaker:**



Keith Thornley  
Head of Dry Molded Fiber Collectives  
PA Consulting

### [What's New and Next in Naturals](#)

Join LBB for an insightful presentation on "Next Gen Naturals," where we will explore the dynamic and rapidly changing landscape of natural products. Dive into the challenges and opportunities shaping this evolving sector and gain valuable insights into the top 10 trends driving innovation and growth. From Food As Medicine to The Ozempic Effect, Robin will uncover how these trends are transforming the market and what they mean for brands and consumers alike.

**Speaker:**

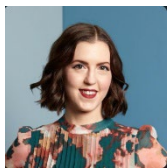


Robin Lauffer, Director of Strategy & Research  
Little Big Brands

### [Navigating the GLP-1 Landscape and Audience](#)

GLP-1s came on the scene in a big way in the last few years and it is no understatement to say they are changing the landscape. Presented by GoodRx Senior Pharmacist learn the facts about GLP-1s, what access and affordability look like for this medication, first-party insights about the GLP-1 audience and related consumer behavior.

**Speakers:**



Alyssa Billingsley, Senior  
Director of Pharmacy  
Content, GoodRx



Michele Calhoun, Head of  
Consumer Health &  
Wellness, GoodRx

### [Factory of the Year - Global Excellence in Manufacturing](#)

With rapidly changing developments in manufacturing through advanced technologies, automation, digitalization and AI the bar for excellence is constantly moving. Factory of the Year is globally regarded as the most rigorous operations assessment with performance assessed across the following areas: economics, functional excellence, agility, digitalization, and sustainability. Since 1992, more than 2500 factories of various industries have been represented including manufacturers in the automotive, consumer goods, high-tech, health, and A&D industry. In this course, we will provide an introduction to the Factory of the Year assessment and give insights into what leading factories are doing to stay ahead of the competition.

Sponsored by:



Speaker:



Daniel Stengel, Director  
Kearney

### [The Seven Practices of Highly Successful External Manufacturing Relationships](#)

Why do some brands successfully partner with external manufacturing firms while others struggle or completely fail? Why have some relationships flourished long-term while others have struggled or ended badly? To answer these and similar questions, we will delve into the seven traits of highly successful brand/external manufacturing relationships. With a nod to Stephen Covey, we will look at both the specifics and the fundamentals of those relationships - both good and bad. We can't name names, but we will dig deep into the best practices on both sides that yield successful engagements. We'll wrap up by looking at what both brands and their manufacturing partners can do to increase the value of these vital and evolving supply chain relationships.

Sponsored by:



Speaker:



Carl Melville  
Founder & Managing Partner,  
TMG

## [Leveraging Existing and Generating Novel Data to Achieve Better Claims](#)

Consumers are increasingly passionate about their health and wellbeing and are looking for credible products to make or keep them healthy. Furthermore, in a changing regulatory environment, regulators indicate they will apply more scrutiny on claims and the level of information and data to evidence the claims brands make. Consumer healthcare products manufacturers and brands need more evidence to answer these critical questions and ensure that their claims are airtight.

### Speakers:



Jenna Phillips  
Managing Consultant  
PA Consulting



Richard Chamier  
Partner  
PA Consulting

What's new in OMuFA II?

OMUFA II, the reauthorization of the legislation that defined OTC Monograph Reform, has been negotiated between industry and FDA and will soon be transmitted to Congress for consideration in 2025.

Webinar attendees will briefly hear about OMuFA I accomplishments and then will hear the specifics of changes coming in OMuFA II, including processes and user fees. CHPA will also provide highlights of the FDA public meeting on November 20th, where stakeholders provided feedback to FDA on plans for OMuFA II. This webinar is intended for those familiar with OMuFA I and OTC regulations. CHPA speakers David Spangler, Mike Bailey and Barb Kochanowski participated in the negotiations for OMuFA II and will be pleased to answer member questions following the presentation.

### Speakers:



Mike Bailey, Senior VP  
Regulatory &  
Scientific Affairs  
CHPA



Barbara Kochanowski,  
Senior VP, Special  
Projects  
CHPA



David Spangler, Senior  
VP, Legal, Government  
Affairs & Policy  
CHPA



## [Preparing for what's next in Washington](#)

With elections a month behind us, what Washington will look like in January 2021 is taking shape. What do consumer healthcare companies need to think about as 2025 unfolds? Get prepared and expect the unexpected as Congress returns with new leaders in key roles, and the Trump Administration team gets into place.

### Speakers:



Jolie Brochin, Senior Manager  
Federal Government Affairs  
CHPA



Marc Schloss, Vice President  
Federal Government Affairs  
CHPA



David Spangler, Senior Vice President  
Legal, Government Affairs & Policy  
CHPA