Happier, healthier lives through responsible self-care

VISION

MISSION

Empower self-care by preserving and expanding choice and availability of consumer healthcare products
It presents challenges, reveals insights, and leads to opportunities. In 2016, CHPA continued to show leadership by rapidly responding to disruption—and sometimes creating it—on Capitol Hill, in the marketplace, and in communities across the country.
The Opportunities Provided by Disruption

There is an old saying, “If you always do what you always did you will always get what you always got.” It was in this spirit that CHPA moved forward aggressively in 2016, not content to let the status quo reign, but rather thoughtfully and deliberately working to shape our industry’s future and seizing upon opportunities to enhance consumer health in America. CHPA is pleased to have made considerable progress on newer initiatives this year, while maintaining efforts on legacy programs and issues as well. It has been a productive and active year to say the least. With your support and engagement, CHPA is well positioned to make continued progress on its mission to empower self-care by preserving and expanding choice and availability of consumer healthcare products.

No effort more clearly defined the spirit of working to shape our industry’s future than the association’s work to protect and modernize the OTC Monograph system. This effort, 40 years in the making, could lead to major reforms in 2017 that would transform the regulatory structure for most OTC medicines into one that is more predictable, transparent, and conducive to industry innovation. While there is much work still to be done, 2016 marked a milestone in our industry’s efforts to dialogue with regulators and legislators and to develop a potential new regulatory framework that, if enacted, will provide consumers with even more confidence and choices in their self-care options.

Another area of CHPA leadership and success in 2016 was the association’s efforts to influence the development of safe medicine disposal options in localities across the country. CHPA worked with other pharmaceutical industry associations to develop and advocate for a public affairs program that features
consumer education, the benefits of in-home disposal, and promotion of voluntary take-back programs and events. This alternative educational approach to costly and unnecessary take-back mandates was approved by the nation’s two largest counties in 2016 and marks a key moment in coordinating industry action on a fast-emerging environmental issue. In the year ahead, in collaboration with the CHPA Educational Foundation, CHPA will increase its efforts to educate consumers and stakeholders about safe medicine disposal of OTC products, including policymakers, the media, pharmacists, law enforcement, and retailers.

These and other achievements are made possible by your membership and the collaboration and coordination facilitated through your industry's trade association. CHPA provides a venue to maintain a knowledgeable and vibrant industry community, and it’s an important priority for the association. We will continue to enhance and expand member education through OTC Academy, improve business-to-business programs and services, and strengthen consumer education through the CHPA Educational Foundation.

We are honored to serve in leadership positions at such challenging and exciting times for the consumer healthcare industry. Thank you for your support, and we look forward to working with you in the year ahead.
MOVING OTC Monograph Reform Forward

Preserving and modernizing the OTC Monograph System – the regulatory framework covering the majority of OTC medicines – has been a priority for many years. But this year CHPA’s leadership brought it to the forefront and created momentum for reform. CHPA is leading the effort to create an enhanced environment for long-term industry growth. Late last year, CHPA members aligned around key reform principles. Throughout this year, CHPA has engaged FDA, Members of Congress, and industry in a series of meetings to outline a clear and mutually beneficial reform package. The reform proposal seeks to satisfy the needs and concerns of FDA and manufacturers and to ensure continued consumer confidence in a regulatory system that has served the nation well for the past four decades.
Reform discussions currently involve:

- **Need for speed** – Creating a system that enables faster scientific decisions on ingredient and safety issues.

- **Inspiring invention** – Enabling more product innovation under monographs.

- **Facilitating funding** – Ensuring that FDA gets adequate resources to fulfill Monograph obligations while also being fair and equitable to manufacturers.

Discussions will continue into 2017, with CHPA continuing to work with FDA, lawmakers, and stakeholder groups to achieve a modernization structure that serves the interest of consumers, FDA, and the OTC industry.
TAKING ACTION ON Take-Back

Proposals for local mandates in California, Illinois, and elsewhere continued to flare up this year. Many sought to mandate onerous requirements for drug manufacturers to develop and pay for programs to collect, or “take-back,” and dispose consumers’ unwanted and expired prescription and nonprescription medicines. Proposals included costly and conflicting programs that were unnecessary and unrealistic.

With an eye towards more cost-effective solutions that benefit consumers, manufacturers, and communities, CHPA took the lead with other drug manufacturer associations to fight adoption of these take-back mandates. We proposed and supported the enactment of educational alternatives and community grants to increase the visibility and capacity of voluntary disposal options. With our association partners, we launched a pilot program in Los Angeles County – MyOldMedsLA – with a multi-year commitment and additional grant funding to make this program an attractive alternative model, accepted in June by the LA County Board of Supervisors. We are in localities across the U.S. working with stakeholders to organize efforts to combat proposed mandates with more sensible approaches involving in-home disposal combined with voluntary take-back initiatives.

Getting disposal right requires a coordinated industry working with policymakers, retailers, pharmacists, distributors, consumers, and others. CHPA will continue in our leadership role on this and educate communities about more effective methods of responsible drug disposal.

In-home disposal of OTC medicines is SAFE, CONVENIENT, FREE AND ENVIRONMENTALLY RESPONSIBLE.
We commissioned national and local consumer surveys to better understand awareness, attitudes, preferences, and behaviors regarding medication disposal. CHPA also sponsored environmental research to learn more about issues such as solid waste disposal, municipal landfills, waste incineration, air quality, and more.

CHPA presented peer-reviewed scientific abstracts and medical conference posters about medication disposal and consumer behavior to engage scientists, advocates, friends, and foes on the topic.

Faced with another mandated ordinance in Cook County, Ill., CHPA and other association partners will launch another MyOldMeds disposal education campaign in early 2017, following the successful model we used in California.
Promoting and assuring quality in the dietary supplement category continues to be an important focus for CHPA. With increased scrutiny and regulation at the state and federal levels, we play a vital role as an advocate for good manufacturing practices (GMPs), quality, safety, and best practices in consumer marketing.

- We continued to be active in the Standardized Information on Dietary Ingredients (SIDI) Work Group, which developed voluntary guidelines for supplier qualification in GMPs for supplements. This year the work group began updating the SIDI Protocol.

- CHPA participated in a number of efforts sponsored by U.S. Pharmacopeia (USP) aimed at enhancing the quality of dietary supplement products, including: The Dietary Supplement Stakeholders Forum; roundtable meetings on probiotics and soft-dosage form supplements; and stakeholder meetings with manufacturers, retailers, physicians, and others.

CHPA participated in efforts aimed at enhancing the quality of dietary supplement products.
Dietary supplements support overall health and wellness. For example, Vitamin D helps the body absorb calcium and supports bone health.

CHPA voiced strong support for FDA and U.S. Department of Justice (DoJ) efforts to step up their enforcement of compliance with GMPs for supplement products and to prevent marketing of illegal products masquerading as dietary supplements.

We submitted comments to FDA regarding claims made in food labeling, including dietary supplements, expressing support for the adoption of a definition for the term “natural.” We also submitted our comments on FDA’s revised Draft Guidance on New Dietary Ingredient (NDI) Notifications and reassured regulators that our industry shares their goal of prioritizing consumer safety regarding use of dietary supplement products.
CHPA has continued to lead advocacy efforts to restore OTC medicines in flexible spending arrangements (FSAs) and health savings accounts (HSAs), a consumer benefit that was taken away by the Affordable Care Act (ACA) in 2011. Despite a highly partisan environment in Congress, CHPA worked to secure introduction of bipartisan, bicameral legislation — The Restoring Access to Medication Act of 2015.

This bill, H.R. 1270, passed the House of Representatives in July and awaits action in the Senate where a companion bill, S. 709, has also been introduced. In 2017 CHPA will continue to seek support for the reintroduction of this legislation until we have secured a victory for consumers who will benefit when they can once again use their tax-preferred accounts to purchase OTCs.

**On July 6, the legislation was approved by the U.S. House of Representatives and was placed on the Senate legislative calendar.**

- In June CHPA hosted an event in the U.S. Capitol for manufacturers and members of Congress and their staffs. Senator Orrin Hatch (R-Ut.) addressed the attendees, and other lawmakers were on hand to discuss issues ranging from FSA/HSA, dietary supplements, and other topics.
- We mobilized constituents to send more than 50,000 letters and e-mails to members of Congress in support of The Restoring Access to Medication Act of 2015.
- We continue to collaborate with members of the Health Choices Coalition which is in strong support. AARP, the Food Marketing Institute, the Sjögren’s Syndrome Foundation, and the American Osteopathic Association (AOA) remain our most active coalition members.

**50,000 letters**

Reinstating OTC medicine eligibility in tax-preferred accounts would ease the burden on Americans’ wallets and the healthcare system.
Thousands of medicines and dietary supplements are available today to consumers. CHPA worked all year long to remind the public about the value of these ingredients, to support public policies that protect and expand consumer access to healthcare products, and to educate consumers about safe use.

OTC medicines provide around-the-clock, around-the-corner treatment options, available in 750,000 retail outlets, without having to see a doctor.

- CHPA continued efforts in the states to promote the important role OTCs play in healthcare and the overall value of self-care. In July, due to our work, 13 states recognized International Self-Care Month either by legislative resolution or Governor’s Proclamation.

- Speaking to world health leaders in October during a World Self-Medication Industry (WSMI) conference in Japan, CHPA President and CEO Scott Melville talked about the U.S. health insurance marketplace, the role of OTC products in keeping healthcare costs low and how tax-preferred vehicles like FSAs/HSAs are supposed to help consumers.

- Collaborating with key academic thought leaders, we completed new research to demonstrate the benefit of access to expanded OTC options for treating frequent heartburn.

- CHPA continues to support the Rx-to-OTC switch process as a way to benefit consumers with more accessible and affordable self-care solutions. CHPA completed studies in cough/cold and allergy this year that demonstrate the value of access to existing and new switch products for American families.

Source: Your Health at Hand: Perceptions of Over-the-Counter Medicine in the United States, StrategyOne for CHPA, November 2010
Working across the states, CHPA continued to provide concrete, effective solutions to ensure that law-abiding consumers have access to medicines containing pseudoephedrine (PSE) without a prescription and to prevent the illegal sale of PSE.

STOPPING METH Not Meds

In the states, five prescription-only bills were defeated in Indiana, New York, South Carolina, and West Virginia.

Working with colleges, universities, student unions, local police, and others, CHPA piloted campus anti-smurfing public awareness events and NPLEx trainings in Indianapolis and Fort Wayne, In., and Charleston, W.Va.

100+ MEETINGS WITH POLICYMAKERS

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DISRUPTION DEMANDS LEADERSHIP

Driving legislative priorities on Capitol Hill, in the states, and in city halls
This year Georgia joined the National Precursor Log Exchange (NPLEx) network, which blocks the illegal sale of PSE at the point of sale in real-time, and across state lines. It’s a stop-sale system that provides a successful alternative to prescription-only laws. This system, funded by CHPA members, preserves consumer choice and gives law enforcement a tool to identify potential criminal activity.

- CHPA completed a comprehensive audit of third-party and stakeholder groups in all PSE battleground states. We assessed more than 200 organizations to identify our strongest allies and to find any gaps in support.

- We continued our robust public affairs campaign driving traffic to StopMethNotMeds.org. Over the first 6 months alone we reached stakeholders more than 22 million times through social media, advertising, news clips, infographics, and custom data cards.
Thanks to a decade of leadership by CHPA, teen abuse of dextromethorphan (DXM) is now at its lowest rate since 2006 when this behavior began to be tracked and measured. In 2016, CHPA remained determined to further prevent abuse through parent and teen education and legislation in the states.

So far, 12 states have passed laws that stop the sale of medicines containing DXM to minors, including 3 states that passed legislation this year: Alaska, Delaware, and Florida.

Thanks to CHPA’s efforts in 2016, the U.S. Senate introduced the DXM Abuse Prevention Act of 2016, companion legislation to the House bill (H.R. 3250) previously introduced in 2015.

Teens, the primary target of our messages, engaged with our digital content more than 8.6 million times, resulting in 69,000 downloads of our DXM Labworks mobile application. And, on average, teens spent 7.5 minutes using the app.

Through our comprehensive parent educational campaign, Stop Medicine Abuse and Five Moms, CHPA reached parents approximately 290 million times, delivering more than 460,000 engagements.

CHPA continued its partnership with the Community Anti-Drug Coalitions of America (CADCA) through hosting a workshop and booth at CADCA’s National Leadership Forum. We also worked with CADCA to mobilize their coalitions for National Medicine Abuse Awareness Month in October, holding our annual Dose of Prevention Challenge.

CHPA President and CEO Scott Melville was named “Humanitarian of the Year” by CADCA for the leadership he and CHPA and its members have provided to help prevent teen medicine abuse.
In partnership with the National Association of School Nurses (NASN), we provided nurses nationwide with resources to prevent abuse through our Home to Homeroom toolkit.

CHPA president and CEO Scott Melville (center) is presented with the “2016 Humanitarian of the Year” award by Mallinckrodt CEO Mark Trudeau (left) and CADCA CEO General Arthur Dean (right).

460,000 ENGAGEMENTS WITH PARENTS
Managing Microbeads

- CHPA-backed federal legislation in 2015 mandated the phase-out of microbeads and preempted state and local laws. In early 2016 a handful of counties tried to move forward with their local ordinances, but CHPA educated them about the federal law and, as a result, support for local legislation waned.

CHPA engaged in Erie and Chautauqua, N.Y., to encourage the legislatures to trigger the reverse preemption clause in their respective laws. A resolution that would have repealed Erie’s law was tabled after the county attorney issued a legal opinion that the county law was not preempted by the federal law until July 1, 2018.

CHPA-backed federal legislation in 2015 mandated the phase-out of microbeads and preempted state and local laws.
Proactive on Prop 65

CHPA continues to be very active in a number of issues related to California’s Proposition 65, the California law requiring companies to warn consumers of the presence of chemicals identified by the state to cause cancer or birth defects. In January, CHPA submitted comments to the California Office of Environmental Health Hazard Assessment (OEHHA) on their proposed changes to the clear and reasonable warning requirements for products requiring a Prop 65 warning.

- CHPA held a Prop 65 update webinar on May 13, 2016, attended by 40 companies. Anthony Samson of the California Chamber of Commerce provided overviews of the legal challenge to the current safe harbor level for lead and OEHHA's revised proposal on the Clear and Reasonable Warning requirements and new Prop 65 website. CHPA is also part of a coalition working with the California Chamber of Commerce to propose legislative changes to regulations surrounding the safe harbor value for lead.

- Additional areas of interest for CHPA members during 2016 include commissioning an objective review of evidence associating acetaminophen use and various forms of cancer and leading a coalition of 8 trade associations to commission development of a Maximum Allowable Dose Level (MADL) for oral exposure to ethylene glycol, a potential impurity in an ingredient (glycerin) commonly used in the manufacture of some OTC drugs including syrups, toothpastes, and mouthwashes.
Strengthening relationships remained a critical strategy for CHPA in 2016 as we increased our dialogue with stakeholders around key industry issues with important partners, including FDA.

- FDA Center for Drug Evaluation and Research (CDER) Deputy Center Director for Regulatory Programs, Douglas Throckmorton, M.D., participated in the keynote session during CHPA’s 2016 Regulatory, Scientific & Quality Conference, alongside CHPA President and CEO Scott Melville.

- CHPA held a series of meetings with FDA in 2016 on topics including OTC Monograph reform, consumer communications and safety notices, dietary supplement guidelines, medication disposal and take-back, and much more.

In October, CHPA co-presented with FDA at a Senate staff briefing on Monograph reform.
Working with FDA and others, we continued to shape and influence product quality standards so that they meet the needs of OTC businesses and regulators in the **U.S. AND WORLDWIDE.**

From left: CHPA’s Barb Kochanowski and FDA’s Charley Ganley.

CHPA commented and met with the Environmental Protection Agency (EPA) and the Office of Management and Budget (OMB) on a proposed hazardous waste rule to avoid over-classification of waste.

CHPA helped the U.S. Drug Enforcement Administration (DEA) to promote medication disposal guidelines and national DEA take-back events in May and October.

CHPA staff update the Senate HELP Committee and FDA on OTC Monograph reform discussions.
INFLUENCING Policymakers

Lawmakers remain an essential constituency for CHPA to build and strengthen relationships. We continued to educate them about our industry’s key legislative priorities at the federal, state, and local level.

Over the course of this year, CHPA had more than 200 meetings with staff and members on Capitol Hill to educate lawmakers on issues ranging from PSE, DXM, medication disposal, microbeads, FSA/HSA, OTC Monograph, toxic substance regulation, food labeling, FDA funding, and much more.

In June, 10 CHPA board members participated in visits to Capitol Hill, meeting with Sen. Pat Roberts (R-Kan.), Rep. Bob Latta (R-Ohio), and others.
CHPA hosted or co-hosted over a dozen political fundraisers for incumbent members of Congress to support their reelection efforts. These events are made possible by personal contributions to the CHPA Political Action Committee (PAC) from CHPA members and association staff, as well as contributions from member company PACs.

At the state and local level, we regularly met with elected leaders, supervisors, council members, legislators, governors, and attorneys general in key states. These meetings helped CHPA advance our policy agenda or defend our key positions on critical issues.

Representative Leonard Lance (R-N.J.) with Kathy Widmer and Darrel Jodrey from Johnson & Johnson Consumer, Inc., and Linda Filler from Walgreens.
Throughout the year, we have worked with editors and reporters from respected outlets to place stories, insert key messages, provide expert information, and offer opinions.

In 2016 CHPA provided surveillance and rapid-response to media news stories and reporter inquiries on topics important to our industry.

CHPA worked with news reporters representing trade, consumer, political, and national media. Our work aimed to foster a media environment of fair and balanced coverage on issues ranging from Monograph reform, dietary supplement quality, Rx-to-OTC switch, consumer access to OTC medicines, and ingredient awareness and defense. CHPA continues to be a trusted and reliable source for journalists and researchers who are interested in our industry.

CHPA continued to foster closer relationships with the media in health, policy, and consumer outlets, as well as with many other partners and third-party organizations. We educated these influencers on association and foundation priorities, including the value of OTC medicines, dietary supplements, Monograph reform, and much more.
During 2016, we connected with more than 250 local, state and national third-parties representing various constituencies including patient advocacy groups, doctors’ organizations, business and retail associations, including:

- Advanced Medical Technology Association
- Alliance for Aging Research
- American Academy of Family Physicians
- American Academy of Pediatrics
- American Association of Nurse Practitioners
- American Association of Poison Control Centers
- American Cleaning Institute
- American Dental Association
- American Pharmacists' Association
- Asthma and Allergy Foundation of America
- Biotechnology Innovation Organization
- California Retailers’ Association
- Caregiver Action Network
- Community Anti-Drug Coalitions of America
- Council for Responsible Nutrition
- Council of State Retail Associations
- Generic Pharmaceutical Association
- Indiana Pharmacists’ Association
- National Association of Boards of Pharmacy
- National Association of Chain Drug Stores
- National Association of School Nurses
- National Community Pharmacists Association
- National Consumers League
- National Council on Patient Information and Education
- National Pharmacists’ Association
- Partnership for Drug Free Kids
- Personal Care Products Council
- Pharmaceutical Research and Manufacturers of America

On social media platforms, stakeholders engaged with CHPA around content related to our industry priorities.

- In 2016 CHPA Twitter impressions reached over 166,000 and LinkedIn impressions reached over 94,000.
For many members, business relationships are a key reason why they choose to be active in CHPA, and in 2016 we offered numerous events and opportunities for business-building throughout the year.

**In 2016 CHPA welcomed 32 new members:** 13 manufacturers and 19 associate members.

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**MANUFACTURER MEMBERS**
Boots Retail U.S.A.
Edgewell Personal Care Brands, LLC
Eli Consumer Healthcare
Exeltis USA, Inc.
First Aid Shot Therapy (FAST)
i-Health, a Subsidiary of DSM
Kowa Health Care America, Inc.
Molnlycke Health Care
Perfecta Products, Inc.
Rally Labs LLC
Strides Pharma, Inc.
Trillium Health Care Products
Xin Du Bio-Tech, LLC

**ASSOCIATE MEMBERS**
Amin Talati and Upadhye
Apothecary Products
CapGenesis Therapeutics
ContextMedia: Health (CMH)
CPG Linkages
Digital Brand Expressions (DBE)
DoubleVerify (DV)
Edwin Hemwall LLC
Greater Columbus Indiana Economic Development Corporation
Kline & Company
Little Things Inc.
Naturex Inc.
Oxford Pharmascience Group Plc
PDR, LLC
Reed-Lane, Inc.
Slice Intelligence
The Swanson Group
ThoughtForm Inc.
Virtual Bridge Partners, LLC

**Annual Executive Conference –**
Three full days of education, insights, and networking for more than 400 senior-level executives.
300 REGULATORS, SCIENTISTS & ACADEMICS

- Regulatory, Scientific & Quality Conference – Nearly 300 regulators, scientists, and academics networked and shared learnings and insights.

- Market Exchange – Manufacturers and associate members met one-on-one to discuss ideas, needs, capabilities, and services.

- Meet the Manufacturer – GSK Consumer Health and Prestige Brands Holdings, Inc., offered insights about their business practices and partnership opportunities with associate members.

CHPA’s past chairman Patrick Lockwood-Taylor receives an award of recognition for his service from Scott Melville.
From consumer polling on messages, to voter focus groups, or clinical studies on OTC ingredients, research continued to be an important strategy for CHPA. In 2016, we undertook a variety of investigations and published or presented the results of several studies in peer-reviewed journals, respected publications, and at national and international scientific conferences. CHPA-funded research helped us to make better decisions, understand consumer behaviors, and contribute to scientific discussions.

Measuring & Monitoring Consumer Awareness

- We conducted consumer surveys in places like Los Angeles County, Ca., to measure public awareness, knowledge, attitudes, and behaviors regarding medication disposal and to support our public education campaign – MyOldMedsLA.com – a pilot program in collaboration with four other industry associations.

- CHPA continued to use voter, constituent, and consumer polling in Indiana, Michigan, and Illinois to advance our objectives in the fight to preserve consumer access to OTC medicines containing pseudoephedrine (PSE).
Gathering Evidence for Decision Support

- CHPA commissioned a comprehensive study and whitepaper from Avalere Health on the current state of physician shortages nationwide and the potential effects of prescription-only laws for PSE. The results: Rx-only laws for PSE would add more strain on physicians amid the existing nationwide shortage of primary care doctors in all 50 states. It would create the need for 1.2 million additional doctor visits in a healthcare system that is already suffering a shortage of doctors, and would increase costs by $214 million for consumers and by $112 million for health insurers.

- Proper in-home medication disposal – advocated by FDA, DEA, EPA, CHPA and others – has been criticized by environmentalists. CHPA worked with the environmental research firm, Waterborne, to analyze the nature and state of landfills in the U.S. today, showing that OTCs end up in reliable FDA-regulated municipal landfills which successfully keep disposed ingredients out of the environment. When disposal is done properly, there is no need for onerous take-back mandates.

1.2 Million ADDITIONAL DOCTOR VISITS

A potential result of Rx-only laws for PSE
Adding to the Scientific Literature

In 2016 CHPA continued our commitment to advancing scientific knowledge about ingredients in children’s cough and cold products. We made progress in our ongoing clinical research on the effectiveness of three ingredients: dextromethorphan, guaifenesin, and pseudoephedrine.

In June, the results of our sustained efforts to help curb teen abuse of cough medicine were published in the peer-reviewed *Journal of Substance Abuse Treatment, Prevention, and Policy*.

CHPA supported a study on OTC heartburn medicine, which was later published in the peer-reviewed *Journal of Clinical Pharmacology*, showing the “profound and sustained” impact that OTC proton pump inhibitors (PPIs) have had on decreasing the rate of emergency room visits, doctor appointments, and trips to clinics.

**Methods of Unwanted or Expired OTC Disposal**

- 50% “typically” dispose in household trash
- 20% of respondents flush unwanted OTC’s
- 7% return to local take-back programs or pharmacies

**Nearly 3 out of 5 people (58%) believe that OTC medicines can be safely disposed of in the home**
CHPA obtained funding from the Product Quality Research Institute (PQRI) for a landmark study to examine bottles with flow-restrictors for liquid OTC medicines, and we are building the specialized laboratory testing equipment to conduct the tests. The study will allow the industry to make better and safer containers and dosing device designs in the future.

**RESULTS:**

Total PCP visits for GERD

Visit Rates (PCP Visits for GERD, per 1,000 Total PCP Visits)

The introduction of OTC proton pump inhibitors (PPIs) was associated with a decrease in the growth of visits to primary care physicians (PCPs) for gastroesophageal reflux disease (GERD).

90% agree “the way someone disposes” is important

49% “wish they knew more” about “proper” disposal

CHPA scientific poster for the 2016 OneHealth Conference on Pharmaceuticals, “Consumers see the importance of medication disposal but don’t know or seek information about proper methods.”
CHPA’s OTC Academy has become a one-stop educational resource for members and non-members on the consumer healthcare industry, educating more than 1,100 professionals since it began in 2015. Through three formats — e-learning, seminars, and workshops — OTC Academy enlightens and enhances knowledge on industry trends, challenges, and opportunities. In 2016, more than 400 professionals engaged in a variety of interactive educational programs on topics including regulatory, compliance, product quality, legal, policy, sales, marketing, and more. Programs are built on the knowledge and experience of staff experts, member company representatives, and outside industry specialists.

EDUCATING the Industry

IN 2016

400

professionals engaged in a variety of interactive educational programs

DISRUPTION STIMULATES LEARNING
Training leaders through educational and networking opportunities
The academy curriculum is tailored to three levels of experience – basic, intermediate, and advanced – to engage a variety of different industry professionals. In 2016, we offered seven programs for members and non-members through OTC Academy:

**4 webinars**
- Navigating the Structured Product Labeling (SPL) Process for Existing Users
- Hispanic Healthcare Journey: The OTC Path to Purchase
- Post-Launch Factors for Rx-to-OTC Switch Success and their Pre-Launch Implications
- Rules of Engagement: Rx-to-OTC Partnerships

**2 workshops**
- Navigating the OTC Monograph System Online
- Product Stability: Microbiological Testing

**1 seminar**
- OTC 101 (introductory information on the OTC industry)

Since it began in 2015, OTC Academy has educated more than 1,100 consumer healthcare professionals from more than 100 companies.
ANNUAL EXECUTIVE Conference

CHPA’s 2016 Annual Executive Conference (AEC), March 14-16 at Turnberry Isle in Miami, Fla., convened more than 400 industry professionals to explore how disruption is affecting consumer healthcare and to look for opportunities to accelerate growth. Speakers covered topics such as the changes affecting the business of self-care; more consumer demand for digital and mobile solutions; the shift from a treatment mindset to prevention; the fall-out from the Affordable Care Act (ACA); and, emerging calls for better product stewardship. Next year’s AEC will offer more expert insights about where our industry is headed and how CHPA members and consumers can benefit.

Mike Valentino of PLx Pharma Inc. receives the prestigious 2016 Ivan D. Combe Lifetime Achievement Award at AEC.

M’Lou Walker from Matrixx and Hisamitsu’s John Incledon (above) participate in one of the educational sessions at AEC. Google’s Ryan Olohan (right) was a keynote presenter.
Nearly 300 professionals from across the consumer healthcare industry came to North Bethesda, Md., May 19-20 for CHPA’s 2016 Regulatory, Scientific & Quality (RSQ) Conference. Speakers included many leaders from FDA and USP, as well as industry, association, and academic experts during a two-day, comprehensive business program focused on the latest regulatory, scientific, and product quality topics impacting the consumer healthcare products industry.

More than 40 FDA representatives attended, providing an opportunity for industry professionals to speak with them one-on-one. FDA presented at several sessions, discussing their efforts related to OTC medicines and dietary supplements, such as benefit/risk assessment, OTC Monograph modernization, Non-prescription Safe Use Regulatory Expansion (NSURE), combination products, and more.
The CHPA Educational Foundation continued its outreach to consumers, focusing on safe use, storage, and disposal of OTC medicines and dietary supplements. The foundation’s flagship website and digital home, KnowYourOTCs.org, grew and expanded with new and updated content to provide visitors with information, tips, tools, and news. The user-friendly format of foundation materials, and our public outreach in 2016, made a meaningful difference in helping consumers take charge of their own healthcare.

Specifically, foundation programs reached consumers in the areas of pediatric cough and cold safe use; safe storage through Up and Away and Out of Sight; acetaminophen safety with Know Your Dose; and safe medicine disposal through educational projects with the American Association of Poison Control Centers, the Alliance for Aging Research, and others.

The CHPA Educational Foundation – a 501(c)3 charitable organization – is educating millions of consumers in communities across the country about safe use, storage, and disposal of OTC medicines and dietary supplements. In 2016, the foundation collaborated with over 50 other organizations representing doctors, nurses, pharmacists, and consumers.
Milan K. Kalawadia  
Vice President, Head of U.S. OTC Division  
Dr. Reddy’s Laboratories, Inc.

Alexander Lacik  
President, North America  
RB

Steven R. LaMonte  
Chairman of the Board  
Fleet Laboratories

Ronald M. Lombardi  
President and Chief Executive Officer  
Prestige Brands Holdings, Inc.

Robert Long, CPA  
Chief Executive Officer/Head of CHC North America  
Chattem, Inc.

Colin I. Mackenzie  
Region Head, Americas  
GSK Consumer Healthcare

Rekha Rao  
General Manager, North America  
Colgate Oral Pharmaceuticals  
Colgate-Palmolive Company

Marc L. Rovner  
Vice President & General Manager, Consumer Health Care USA  
Boehringer Ingelheim Pharmaceuticals, Inc.

Robert J. Sanders, Jr.  
Executive Vice President and Practice Leader  
IRI

Akshay A. Shetty  
Co-Chief Executive Officer  
Combe Incorporated

Wendy Shusko  
President and Chief Executive Officer  
WellSpring Pharmaceutical Corporation

Mitchell Singer  
Chief Executive Officer and Chairman  
PL Developments

Christopher B. Slager  
Regional President, North America  
Pfizer Consumer Healthcare

Randy M. Sloan  
President  
Lornamend, Inc.

Marylou Walker  
Chief Executive Officer  
Matrixx Initiatives, Inc.

Neill B. Walsdorf, Jr.  
President  
Mission Pharmacal Company

Kathleen M. Widmer  
President, US OTC; Co-Chair, North America  
Johnson & Johnson Consumer, Inc.

Jennifer T. Willey  
Vice President, Consumer Markets  
WebMD
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Scott M. Melville
President and CEO

Anita Brikman
Senior Vice President, Communications & Public Affairs, and Executive Director, CHPA Educational Foundation

John F. Gay, CAE
Senior Vice President, Government Affairs

Barbara A. Kochanowski, Ph.D.
Senior Vice President, Regulatory & Scientific Affairs

David C. Spangler, Esq., CAE
Senior Vice President, Policy, and General Counsel & Secretary

Brittram (Britt) S. Wood
Senior Vice President, Business Development & Industry Relations

Brian Green, CPA, CGMA, CAE
Senior Vice President, Finance and Operations & Chief Financial Officer

Akiyoshi Yoshida, Ph.D.
President and Chief Executive Officer
The Mentholatum Company

Richard Zulman
Chief Executive Officer
BestCo Inc.
UPCOMING 2017 CHPA
Major Meetings and Events

**Annual Executive Conference**
March 19-22
The Ritz-Carlton, Amelia Island, Fla.
chpa.org/AEC

**Regulatory, Scientific & Quality Conference**
May 11-12
Bethesda North Marriott Hotel, North Bethesda, Md.
chpa.org/RSQ

**Meet the Manufacturer**
September 13
Hyatt Regency, Princeton, N.J.
chpa.org/MTM

**Market Exchange**
September 13-14
Hyatt Regency, Princeton, N.J.
chpa.org/MX

**CHPA Educational Foundation Gala**
November 15
Rainbow Room, New York, N.Y.
chpa.org/foundationgala