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 2022!

### 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
- **Tom Finn**  
  Retired President, Global Personal Health Care, Procter & Gamble
- **Rhonda Hoffman**  
  EVP, Chief Marketing Officer, Pharmavite
- **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  

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**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, Prequient  

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**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:**
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.

Sponsor: 

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

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