

## 2020 Retail Pharmacy - Branded Rx & Vaccine Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, January 7, 2020

#### Compendia: Top 5 Market Segments and the Impact They Have On Your Products

**60 minutes**

Compendia databases influence Prescribers, Dispensers, Distributors, Government and Payer decisions about your products. Join us for an informative session to learn about the impact Compendia has on your products and how these top market segments utilize the Compendia data differently.

We will conclude this session with an open Q & A.

Alisha Nielsen, Vice President  
SME Compendia

