



## 2022 Health Care 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.

## Consumer Healthcare Trends – The Shape of the Future

### 60 minutes

As consumer selfcare becomes increasingly ubiquitous and integrated, the role of over-the-counter medications, vitamins & dietary supplements, and other healthcare items are evolving into one that may not even be recognized by today's standards. There has undoubtedly been a convergence of health and wellness. Now, more than ever, consumers are relying on cost-effective, over-the-counter medications to address their health-and-wellness needs. This presents an encouraging opportunity for brands, retailers, and consumers.

This panel discussion will delve into the following topics shaping items across the healthcare spectrum:

- SKU rationalization and optimization
- Product innovation trends
- Category performance indicators
- Mergers & acquisitions

Plan to join the conversation on August 2nd at 11:00am to get an insider's view of what's shaping category assortment, driving shopper behavior, and accelerating the selfcare movement.

#### Panelists

Angela Pinkstaff, Director of Business Development, HRG

Kyle Lentz, Category Analyst, HRG

Donna Boulieu, Senior Product & Strategic Pricing Analyst, HRG

Moderated by Dave Wendland, VP Strategic Relations, HRG

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