

## 2025 Diabetes, Diagnostics & Clinical 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, May 6, 2025

#### Changing Channels: Home Health, Diabetes, and the New Patient Journey

**60 minutes**

Join us for a dynamic panel discussion exploring emerging trends in home health care and diabetes management, viewed through the lens of evolving consumer behavior. Panelists will examine how technology, patient preferences, and access to care are reshaping go-to-market models. The conversation will highlight innovations in remote monitoring, personalized care, and digital engagement, offering insights into how health care providers and stakeholders can adapt to meet the needs of today's increasingly proactive and tech-savvy patients.

Panelists: John Hickman, H-E-B; Ritu Jani, Drive Medical; Charles Miller, Persuadable Research; Kamal Haddad, Health Mobius; Kyle Kline, A&D Medical; Joanna Moy, A&D Medical

## Roundtables

### **60 minutes**

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

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## Buyers' Choice Awards

### **30 minutes**

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!