2026 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 6, 2026

Current State of the US Pharmaceutical Market



60 minutes

Tuesday, January 6th | 5:30 PM - 6:30 PM

This session will provide a comprehensive look at the current market landscape, highlighting key trends and performance drivers. We'll recap the recent cough, cold, and flu season, explore trends in vaccines, and share insights from recent product launches. Then we'll examine brand performance to identify which products are leading the market.

Scott Biggs, Director, Supplier Services
IQVIA