



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 2023!

---

## **Championing Women in the Workplace: The Importance of Allies**

A career network provides the support needed at various points along a career journey. Allies are a critical part of the broad professional network that women need. Learn from male and female consumer healthcare leaders about the importance of having diversity in your allies, how to develop and nurture these relationships, and how the process is intrinsically mutually beneficial.

### **Speakers:**



**Erin Bonovetz**

SVP of Consumer Self-Care Sales & Store Brand Sales, Perrigo Company



**Lisa Paley**

President, North America, Haleon



**Phil McWaters**

SVP & GM NA Personal Health Care, Procter & Gamble



**Jim Thornton**

President & Managing Partner, Flip Side Strategies, LLC

## **Cultural Competence in the Workplace**

Do you know the difference between a monochronic and a polychronic culture, and how those differences can influence the workplace? Come join us for a webinar where you'll learn how to recognize the major cultural

differences among people, communication with greater effectiveness, and create more productive and welcoming work environments. Don't miss this opportunity to develop or improve your cultural competence skills and take your career to the next level!

**Speaker:**



**Barbara Adams**

Founder & Chief Learning Officer, GAR (Gender, Age, and Race) Diversity Consulting

**Design Creativity Downstream: Enhancing Supply Chain Efficiency, Cost, and Consumer Experience**

Have you ever received a beautiful design from your Marketing and Packaging Engineering partners that was sure to capture the attention of consumers in every retail channel, but you struggled to find partners that could produce the final product within budget? For 30 years, QPSI has seen this nightmare scenario strain supply chain budgets. In this presentation, we'll share how we've developed a design team to offer functional designs that deliver against P&L and sustainability objectives while maintaining the consumer experience as it was originally designed.



**Speakers:**



**Reuben Bell**

President, Quality Packaging Specialist International (QPSI)



**Matthew Coon**

Director, Quality Packaging Specialist International (QPSI)



**Ryan Vanwright**

Vice President of Business Development, Quality Packaging Specialist International (QPSI)

## [Hiring Playbook: Finding and Retaining Diverse Talent](#)

The data is clear: diverse companies outperform non-diverse companies. For every reason... it's the right thing to do. Why is it so difficult? This webinar will give each participant tangible, proven methods to recruit and retain diverse talent.

**Sponsor:**



**Speakers:**



**David Preston**

Co-Founder & CEO,  
PeopleSuite Talent  
Solutions



**Hayes Reilly**

Managing Partner,  
PeopleSuite Talent  
Solutions

## [How Consumer Healthcare Marketers Can Better Engage with the Hispanic Community](#)

Cross-Cultural Marketing is a way for consumer healthcare product marketers to authentically address large and growing population segments that have been historically under-served in the healthcare arena. Yet so often, the data needed to build insight-driven campaigns is lacking.

In this health equity-focused presentation, Amy Gómez and Kristin Tolbert of Klick Health will explain why Klick embarked on first-of-its-kind Hispanic health research that was published in the journal of Cultural Marketing Strategy, unpack key insights from their study, and share best practices of cross-cultural marketing that every marketer can implement to improve impact and outcomes in the Hispanic community.

**Sponsor:**



**Speakers:**



**Amy Gómez**

SVP, Diversity  
Strategy, Klick Health



**Kristin Tolbert**

VP of Cross-Cultural Marketing,  
Klick Health

## [Hype or Holy Grail: AI and the Evolution of Marketing](#)

Generative AI is all of the rage in hallway conversations. The world stands on the cusp of transformation, with AI promising to reshape the very foundation of how we work. But how real are these promises?

Discover the potential of AI-assisted marketing and gain a comprehensive understanding of what these cutting-edge technologies can truly accomplish – and equally important, what they can't. Through this talk, you will understand how modern AI-driven tools work, how they operate, and some of the key limitations these tools need to overcome.

With this understanding, we will present actionable insights to navigate the evolving landscape. Arm yourself with strategies that blend innovation and realism, ensuring you're poised to harness the power of AI in your organization's growth.

**Sponsor:**



**Speaker:**



**Alfred Whitehead**

SVP of Data Science, Klick Health

## [Industrial Exoskeletons Are Here: Boost Efficiency and Help People at the Same Time](#)

Attendees will learn what to expect from industrial exoskeletons, including how they can help your workers and your business, as well as some limitations of the current technologies.

**Sponsors:**



**Speaker:**



**Paul Nicholson**

Vice President of Growth, HeroWear

## Introduction to Unconscious Bias

Think you don't have hidden biases? Think again! Come explore in a safe environment the unconscious biases we all have, and how to work better together.

### Speaker:



#### **Barbara Adams**

Founder & Chief Learning Officer, GAR (Gender, Age, and Race) Diversity Consulting

## “Jobs to be Done” Insights Philosophy: Making Innovation More Predictable & Profitable

Innovation is a top priority for consumer healthcare organizations, and yet despite businesses knowing more about their customers than ever before, innovation continues to be painfully hit and miss, often falling far short of ambitions.

“Jobs To Be Done” is an insights philosophy that can be used to observe and understand markets, customer needs, competitors, and customer segments differently, and by doing so, making innovation far more predictable and profitable.

JTBD allows for an inherently solution-agnostic approach to insights capture for innovation through a job-based frame of the problem. Instead of focusing on existing products and services, instantly time-stamping and limiting insight, JTBD defines time-stable innovation measures of unmet need and unshackles teams from existing technologies and platforms when considering how to address that valuable, newly uncovered opportunity.

### Sponsor:



### Speaker:



#### **Nicki Sutton, BSc, MSc, CMRS**

Director, Head of Insight and Strategy, Cambridge Design Partnership

## Legal Risks: Demand Letters and Litigation Trends

Often, a demand letter is the first piece of paper a company receives notifying them of a potential legal threat. An individual or business can suffer consequences from failing to answer a demand letter in a timely fashion. In this session, veteran industry litigators Matthew Orr and William Cole will walk you through the different types of demand letters, how best to handle them, and, more importantly, how to avoid being a target in the first place. Their discussion will also highlight current and emerging trends in complex consumer litigation.

### Sponsor:



### Speakers:



#### **William P. Cole**

Partner, Amin Talati Wasserman, LLP



#### **Matthew Orr**

Partner, Amin Talati Wasserman, LLP

## Navigating the State of the U.S. Supplement Market with a Data-Driven Approach

As more people have become familiar with supplements, including with the food-as-medicine movement, we expect the future to be very bright for the industry. Register for an insider's look into some of the key data points including 1) supplement prices holding firm compares to food & beverages, 2) niche demographic categories expanding their reach to women & older generations, and 3) ongoing consumer interest in key health focus areas such as immune, hydration, and joint support.

### Speaker:



#### **Brandon Casteel**

Vice President of Partnerships, SPINS

## Requirements of the Poison Prevention Packaging Act

Register for first-hand insights on the Poison Prevention Packaging Act, including 1) guidance on the requirements for special packaging, 2) nuances for exceptions/exemptions and additional guidance by CPSC, and 3) answers to FAQs related to special packaging.

### Speaker:



**Stephen Lee**

Program Specialist, U.S. Consumer Product Safety Commission (CPSC)

## The Future of Wellness

This webinar will highlight our latest US research on the Consumer Health & Wellness market, in which we identify key trends shaping consumer demand for wellness products and services, and outline implications and opportunities for companies competing in or looking to enter this space. Our research, which surveyed over 2,000 US consumers, shows growing interest in wellness across six dimensions (health, fitness, nutrition, appearance, sleep, and mindfulness), even as the impact of COVID recedes. Among other trends and opportunity areas, we found: (1) an increasing focus on Sleep, where consumers expressed the highest level of unmet need from current products and services on offer, (2) Millennials leading the pack in terms of spend and prioritization of wellness, and (3) that natural.

### Speakers:



**Jonathan Medalsy**

Associate Partner, McKinsey



**Anna Pione**

Partner, McKinsey

## Understanding/Implementing FTC's Proposed Updates to its Endorsement Guidelines

Recently, the Federal Trade Commission ("FTC") proposed updates to its Guides Concerning the Use of Endorsement and Testimonials in Advertising (the "Guides"). Many of the proposed changes are simply clarifications or additional examples of the principles embodied in the existing Guides. Others enunciate basic principles not expressly set forth in the current Guides but are established in FTC enforcement actions. Finally, several represent substantive changes from the current Guides, based upon increased knowledge of how consumers view endorsements.

**Sponsor:** 

### Speakers:



**Ann M. Begley**  
Partner, Wiley Rein LLP



**Amaru J. Sánchez**  
Attorney, Wiley Rein LLP

## Your dog ate what?! Managing Pet Exposures to Healthcare Products

Pets are family. Just ask the 78 million pet owning households in the USA. Like young two-legged family members, pets get into things they shouldn't, including (and especially) consumer healthcare products. In addition to accidental exposures, pet owners also intentionally treat their pets with products meant for people without understanding the risk this can pose to their furry friends. Indeed, exposures to people's medications and supplements represent the most common call reported to Pet Poison Helpline, a 24/7 national animal poison control center, followed closely by consumer products such as household cleaners, pesticides, cosmetics, and personal care products. When pets are exposed to consumer products, panicked pet owners will contact manufacturers wanting to know if their pet is in danger of poisoning. Additionally, when pets fall ill, pet owners may conclude that consumer products are the cause and contact manufacturers demanding answers and monetary compensation. Join us to learn about best

practice options for managing pet exposures to consumer healthcare products.

**Sponsor:**  SafetyCall  
INTERNATIONAL

**Speaker:**



**Ahna Brutlag**

Director of Veterinary Services & Partner, SafetyCall International, PLLC