



Nicholas Hall's
CHC EVENTS

NICHOLAS HALL'S
NORTH AMERICAN
CHC CONFERENCE

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The Future Resumed

13-14 September 2023

The Westin Governor Morris
New Jersey

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Booking enquiries:

elizabeth.bernos@NicholasHall.com

NICHOLAS HALL'S NORTH AMERICAN CHC CONFERENCE

New Jersey • 13-14 September 2023

Day 1:	
9:00:	Regional and Global Trends Update Nicholas Hall, Executive Chairman & Creative Solutions Director Nicholas Hall Group of Companies
9:45:	What's Next 2030: The Anticipated shifts we expect to drive change consumers space in the next decade including the increasing requirements around sustainability and social responsibility, the shifting geography of spending, and the new requirements of an aging population. Sherry Frey, VP Total Wellness, NielsenIQ
10:15:	Masterclass: Best Practices for Purposeful Digital Care: What Consumer Healthcare can Learn from the Healthcare Ecosystem Hosts: Jim Parker, Chief Policy Officer, Biograph Inc. , & formerly U.S. Department of Health and Human Services Ahmed Albaiti, Principal ZS Associates , Digital and Connected Health Practice
10:45:	Coffee Break
11:15:	Roundtable: Digital Care as a Strategic Lever for Consumer Healthcare Moderator: Mary Alice Lawless, Founder, Biograph Inc. & President EVH LLC Roundtable Participants: Dr. Vidhu Bansal-Dev, Vice President, Rx to OTC Switch & Digital Transformation, U.S. Haleon Dr. John O'Mullane, Chief Science Officer, Biograph Inc. Additional Participants will be announced soon
12:15:	TBC
1:00:	Lunch Break
2:00:	Nicholas Hall's North American CHC Creative Marketing Awards
2:30:	International Brand Marketing: Insights from International Markets Nissim Ghoge, CHC International Commercial Leader, ex P&G & Novartis
3:00:	Who wants to live forever? New Science, innovative ingredients, market trending and creative product development is radically changing how we think about age and living the good life longer. Jennifer Cooper, Chief Scientific Officer, LPS Health Science
3:30:	Coffee Break
4:00:	Bridging from US to Latam - Breaking the Paradigm A Success story of providing a bridge for US OTCs, CBDs, medicines and medical devices providers into Latin America André Di Donato, CEO, MyPharma 2go
4:30:	Launching Successful Brands – Do's and Don'ts Ralph Ahrbeck, CEO, Arqus Advisory
5:00:	Panel Discussion International Learnings: Global Perspective Moderator: Ralph Ahrbeck, CEO, Arqus Advisory Panelists: Nissim Ghoge, CHC International Commercial Leader - ex P&G & Novartis Jennifer Cooper, Chief Scientific Officer, LPS Health Science André Di Donato, CEO, MyPharma 2Go
5:30:	Networking Drinks and Canapés

Day 2:	
9:00:	Fireside Chat: Nonprescription Products of the Future Joseph McGovern, Chief of Strategy, Biograph Inc. David McCammon, Advisor and Former President & Board Director, Pegus Research
9:30:	Amy Divaraniya, CEO / Founder OOVA
10:00:	Coffee Break
10:30:	TBC
11:00:	Minor Hinson Senior Managing Director and Chief Investment Officer Bourne Partners Bret Ploucha Vice President Bourne Partners
11:30:	Panel Discussion What does post-COVID look like? Views from Three Diverse Vantage Points Moderator: Ed Rowland Panellists: Amy Divaraniya, CEO / Founder OOVA Minor Hinson / Bret Ploucha Bourne Partners
12:00:	Nicholas Hall's North American CHC Creative Marketing Awards and Conference Closing Summary
12:20:	Networking lunch
End of Conference	

SPEAKERS:



Nicholas Hall

Executive Chairman & Creative Solutions Director

Nicholas Hall Group of Companies

Nicholas is the founder of Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Asia, Middle East and Latin America. He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



Sherry Frey

VP Total Wellness

NielsenIQ

Sherry Frey brings more than two decades of industry experience to her role as Vice President, Total Wellness at NielsenIQ. With a background in market research, innovation and consulting, she has elevated clients across the fresh, CPG and wellness industries, providing forward-thinking insights, combined with practical strategies. In addition to leading NielsenIQ's Total Wellness team and industry engagement, Sherry has been a featured speaker at many national and international industry events and is often sought as a media and analyst resource on topics related to consumer health, wellness and environmental issues. Sherry's view of health and wellness spans beyond personal health and wellness, encompassing how we collectively think about the health of the planet.



Jim Parker

Chief Policy Officer, Biograph Inc. and leads the Biograph by Amwell partnership

Biograph Inc.

Jim is a healthcare leader whose experience traverses the healthcare financing, delivery, and regulatory sectors. Most recently, Jim was the Senior Advisor to the Secretary of the U.S. Department of Health and Human Services.



Ahmed Albaiti

Principal, Digital and Connected Health Practice

ZS Associates

Ahmed has over 20 years of experience in the digital health and health IT industry, with a career-long commitment to personalized healthcare and enabling a bio-digital future. He focuses on the intersection of digital technology, medicine and advancing the human condition. Ahmed brings a global perspective to his work, through experience launching de novo digital programs and "rescuing" digital programs that have underperformed in multiple markets. Ahmed often provides critical counsel and guidance to digital health innovators navigating their way to successful outcomes for their business and those they serve.



Mary Alice Lawless

Founder, Biograph Inc., and President, EVH LLC

Biograph Inc.

Mary Alice founded Biograph Inc. to explore the intersection of digital, data and care delivery in applications for Consumer Health. She has been at the forefront of transformation through her work across healthcare with policymakers and with industry leaders in Life Sciences, Payers, Pharmacy networks, Retail, and Digital Care systems. She is the recipient of several industry awards for her thought leadership, including the Healthcare Businesswomen's Association "Rising Star" Award and the IBM "Creative Use of Technology" Award. For more than a decade, Mary Alice has led the EVH team in delivering strategic and implementation services for Rx to OTC switch, brand innovation, retail health and wellness, and digital care Integrations.



Dr. Vidhu Bansal-Dev

Vice President, Rx to OTC Switch & Digital Transformation, U.S.

Haleon

Dr. Vidhu Bansal-Dev, who has 25 years of experience in the pharmaceutical industry and is responsible for Haleon's strategy creation and execution for digital transformation initiatives in R&D, providing leadership for all Rx to OTC switch programs (a critical growth pillar for the organization). She has a vision of bringing prescription products to OTC status for a variety of conditions within the next 5-10 years using consumer-centric technology to further enhance self-care in the U.S. and broaden access to proven medicine in an equitable and affordable way.



Dr. John O'Mullane

Chief Science Officer

Biograph Inc.

Dr. O'Mullane is a consumer healthcare Research & Development professional with a track record of building sustainable global businesses through organic innovation, Licensing /Acquisition and Rx to OTC switch. As a part of the Biograph team, Dr. O'Mullane provides clinical/medical and regulatory leadership to guide the client strategies for digital care and nonprescription programs with Additional Conditions (ACNU).



Nissim Ghoge

CHC International Commercial Leader

ex P&G & Novartis

Nissim is a business leader with 24 years of experience in healthcare and consumer goods industries. He has a proven track record of growing and transforming brands and businesses in a systematic and consistent manner. He is well-versed in P&L management, marketing and innovation, including digital, business strategy, and business development.

SPEAKERS:



Jennifer Cooper
Chief Scientific Officer
LPS Health Science

Ms. Cooper has spent over 25 years in consumer healthcare, including supplement, food and over-the-counter drug companies. She has held senior science roles at companies in the US and Europe. She has consulted on products and business development projects in North America, Europe, Mexico and Asia. Ms. Cooper's consulting work includes several Fortune 500 and multinational healthcare corporations, and she has developed over 300 new and innovative products in nearly a dozen countries with more than a billion dollars in sales.



André Di Donato
CEO
MyPharma 2Go

André has 30 years experience in Pharmaceutical Industry in sales, marketing, business development and C-level CEO of MyPharma 2Go. André graduated in Physics, Economics, Pos-graduated in Marketing MBA Business Administration MBA in Theology. He was the winner of the Economist of the Year Prize CORECON 30 years experience in Pharmaceutical Industry in sales, marketing, business development and C-level CEO of MyPharma 2Go.



Ralph Ahrbeck
Founder / CEO
Arqus Advisory

Ralph is the Founder & CEO of Arqus Advisory, a consumer-focused, brand marketing and strategic consultancy that helps businesses build cutting-edge, consumer-centric global brands, forge new innovative business models and establish market leadership using an insight-led, brand development philosophy.

Last year, he also took over as CEO of Unilab GmbH, a German start-up CHC business that launched its first probiotic brand in May 2022, Multilac Darmsynbiotikum. After living in 8 countries across 3 continents, he considers himself a multilingual, global citizen with +35 years' experience in start-ups and turnarounds with Kraft Foods, Roche Pharma, Alliance Boots and Shiseido.



Joe McGovern
Chief of Strategy
Biograph Inc.

Joe is an accomplished healthcare industry executive with experience in the strategic management of global healthcare businesses, including portfolio management, product launches, and Rx to OTC switches. With U.S., European and Asian healthcare market expertise, Joe has worked in 23 countries.



David McCammon
Former President & Board Director
Pegus Research

After previously serving many years as PEGUS' President and then as Chairman and CEO, Dave currently serves as Senior Scientific Consultant. Dave has led the consumer behavior research initiatives for dozens of Rx to OTC switch programs. Prior to joining PEGUS, Dave held senior management positions at Blue Cross Blue Shield of Florida in patient research and operational management positions. Dave holds advanced degrees in Sociology with a focus on research methodology.



Amy Divaraniya
CEO / Founder
OOVA

Aparna (Amy) Divaraniya is the co-founder and CEO of OOVA, a fertility diagnostic company that brings the accuracy of a clinic into a woman's home. After personally having trouble getting pregnant, Amy experienced first-hand the limited number of options available to women who were trying to conceive. This created a deep-rooted passion in Amy to change women's healthcare for the better. Amy's primary goal with OOVA is to provide women with accurate information about their body and to empower them to take control of their health. Prior to founding OOVA, Amy earned her PhD in Biomedical Sciences from Mount Sinai Hospital. She has more than a decade of experience as a bioinformatics scientist in both academia and industry and has led projects in the areas of molecular network analysis, personal genomics, and biomarker discovery.



Minor Hinson
Senior Managing Director and Chief Investment Officer
Bourne Partners

Since starting at Bourne Partners in 2011, Minor Hinson has been responsible for direct investment activities and has been very involved in both the Phoenix Therapeutics, Inc. joint venture with The Carlyle Group, as well as with the creation, management, and asset disposition of Covis Pharma S.à.r.l ("Covis"). Minor also served on the Board of Covis from inception to exit.



Bret Ploucha
Vice President
Bourne Partners

Bret Ploucha joined Bourne Partners in 2021 and supports the firm's direct investment activities within Bourne Partners Strategic Capital where his primary responsibilities include deal execution, ongoing business development with the firm's portfolio companies and quantitative investment analysis.



THE NORTH AMERICAN CHC CREATIVE MARKETING AWARDS

We are proud to announce our North America CHC Creative Marketing Awards Ceremony!

We would like to invite all of you to take part in the event by entering your brands / products and campaigns. Marketers will come together in this conference to celebrate the best and most creative campaigns from the North America region.

CREATIVE MARKETING AWARD 2023

Voted for by delegates during our North American CHC Conference, this Award will be given to the most outstanding example of creativity in CHC advertising that has appeared on TV, internet or out-of-home media between September 2022 and August 2023.



The Selection Process

From all the submitted entries, a shortlist will be selected by Nicholas Hall, Executive Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, and a judging panel comprised of external industry experts.

With decades of experience of how to launch and advertise in the self-medication industry, our panel will analyse the entrants' ability to disrupt the market through offering a unique health solution, look at the media selection and promotion process, question consumer awareness of the products, HCP backing, and much more.

Submit your entries:

To find out more about how to enter your product or campaign, please email elizabeth.bernos@NicholasHall.com
Deadline: 13 August 2023

Good luck!

I would like to book _____ place/s for the following event/s:

	Bookings before 31 July	Full Rate from 1 August
<input type="checkbox"/> Conference (13-14 September)	US \$1,750	US \$2,000

I would like to take the following sponsorship package (please tick):

☐ Networking Drinks Sponsor

☐ Presentation Sponsor

☐ Table Top Sponsor

Payment Details

- ☐ Please send me a secure link so I can pay using a credit card
- ☐ Please invoice my company quoting the Ref / Order no. _____

Mr/Mrs/Ms/Dr Full Name _____

Job Title _____

Company _____

Tel _____

Email _____

For pricing information please contact elizabeth.bernos@NicholasHall.com

THE NICHOLAS HALL CHC CREATIVE MARKETING AWARDS 2023 - ENTRY FORM

I wish to enter _____ brand name(s) for the CHC Creative Marketing Award

The advertising agency(ies) involved are: _____ ; _____ ; _____

Mr/Mrs/Ms/Dr First name: _____ Surname _____

Company: _____ Job Title: _____

Address: _____ Post / Zip Code: _____

City: _____ Country: _____

Tel: _____ Email _____

I enclose / will supply separately the material detailed below.

Submissions must be received by 13 August 2023 and must include:

- Covering document (250 words max) giving your reasons why the submitted brand(s) deserve the award
- Brief statement of marketing strategy
- Examples of packaging
- Examples of campaign execution (eg: consumer and trade advertising in film, TV, internet, press or out-of home media, and point-of-sale if applicable).
- An indication of the brand's performance in the marketplace (please note that detailed commercial information is not required)
- If possible we would prefer all TV campaigns to be submitted in mpeg format

By entering, you give permission to include a link to the product website and run the advert on the Nicholas Hall Group of Companies website and related NHC platforms.

By entering, you agree to the information being made available to the judging panel. The panel will hold the information confidential and will not reveal this information to anyone for any purpose other than the assessment of entries for these awards.

The organiser reserves the right to change the judging panel without prior notice to entrants.

Please send your submissions to elizabeth.bernos@NicholasHall.com