



 **Nicholas Hall's**
OTC EVENTS

EVH
Everything
Health

NICHOLAS HALL'S NORTH AMERICAN OTC CONFERENCE

The Future of Consumer Self-Care: New OTC Solutions

20-21 June 2018

The Westin Governor Morris

Booking enquiries:

jennifer.odonnell@NicholasHall.com



Nicholas Hall



CELEBRATING
40 YEARS OF
CONSUMER
HEALTHCARE
1978 - 2018

DELEGATES WHO ATTENDED LAST YEAR'S NORTH AMERICAN OTC CONFERENCE

Companies included:

- Adamed Group
- Apotex Consumer Products
- Bayer
- Clarion Brands
- DSE Healthcare
- DSM Nutritional Products
- GlaxoSmithKline
- Herbalife
- HRA Pharma
- Hypermarcas
- IRI
- Johnson & Johnson
- Ogilvy CommonHealth
- PEGUS Research, Inc
- Perrigo
- Pfizer
- Procter & Gamble
- RB
- Sandoz
- Sanofi
- Walmart

19%
Business
Development
Directors

46%
CEOs, VPs,
Senior Managers

6%
Senior Analysts
& Strategists

20%
Marketing
& Sales
Executives

9%
Other Roles

Welcome

I am delighted to be returning to North America once again this June in partnership with Everything Health, where we will be joined by key industry leaders to look at how the industry has moved on since we all met in June 2017.

Consumer healthcare has never moved in so many directions at such a breakneck pace. Since we last met, reform of the outdated and cumbersome OTC Monograph is gaining momentum

“Consumer healthcare has never moved in so many directions at such a breakneck pace... reform of the outdated and cumbersome OTC Monograph is gaining momentum in Congress”

in Congress with the support of the FDA Commissioner Scott Gottlieb; the agency is committed to utilizing devices as a means to enhance self-selection and actual use of Rx-to-OTC switches, and the regulation of digital apps and devices for healthcare have taken a company pre-approval approach, to streamline oversight of a constantly evolving products. Drug addiction specialists are begging for the Rx-to-OTC switch of Narcan, while states expand distribution through third parties. Meantime, marketers of old-time OTC loperamide, are repackaging products to prevent the excessive doses consumed for

recreational use. Smoking cessation is a hot topic as well, with the FDA considering, but perhaps not approving, alternative formats for nicotine delivery.

Seems like a perfect environment for growth, but sadly not. The INS party is over, private labels continue to control large shares of market, and retailers continue to squash margins. Amazon has purchased Whole Foods natural retail giant, and has formed an independent healthcare company for their employees. One of the largest chain drug stores, CVS, is acquiring health insurer Aetna. What will it mean to OTC marketers?

In this two-day conference, we raise the challenge of not only surviving, but thriving in this complex environment. Our respected experts will explore the issues of the day including:

- How conventional retail / insurance payers and OTCs can optimise synergies to improve consumer outcomes
- Rx-to-OTC switch opportunities in this dynamic regulatory climate
- The expanding role of nutrition in consumer healthcare
- Branding and marketing beyond brick & mortar
- Retail update
- M&A

The team and I look forward to welcoming you again in New Jersey for our North American OTC Conference.



Nicholas Hall

NICHOLAS HALL, EXECUTIVE CHAIRMAN & CREATIVE SOLUTIONS DIRECTOR, NICHOLAS HALL GROUP OF COMPANIES



What's on

The Future of Consumer

Self-Care: New OTC Solutions

Across two days, the Westin Governor Morris will host an array of key opinion leaders from Consumer Healthcare.



| SPEAKERS

Listen to the industry's most innovative and influential figures as they pass on their peerless knowledge and advice.



| SESSIONS

Benefit from an unparalleled schedule of presentations by the very best speakers and come away well-informed.



| NETWORKING

Meet and connect with like-minded consumer healthcare professionals and create long-term and successful working relationships.



| ESSENTIAL INFO

Find all you need to know in this brochure including the daily agendas and sponsorship opportunities.

DAY 1 • WEDNESDAY 20 JUNE

- 8.00 Registration & Welcome Coffee**
- 8.30 Opening Address and Annual Report**
Nicholas Hall, Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies



RETAIL / CONSUMER TRENDS

- 9.10 The E-Comm Revolution – How Amazon and others are Pressing Back Bricks & Mortar to Keep Up**
Patrick O’Leary, President & CEO and Lauren Martin, National Account Manager, Greenwood Group
- 9.40 Independent Pharmacy Opportunity: Myth or Reality**
Dave Wendland, Vice President – Strategic Relations, Hamacher Resource Group
- 10.10 Revealed by Videometrics: Top 5 Shopper Marketing Mistakes**
Amit Dhand, CEO, Nailbiter
- 10.30 Panel Discussion – Healthcare Ecosystem 2.0**
Shannon Huneke, Senior Director of Strategic Alliances and Business Development, UnitedHealthcare
Colleen Lindholz, President, The Little Clinic and Kroger Pharmacy
Chris Jobes, Director, Retail Health & Wellness, Johnson & Johnson
- 11.10 Coffee**
- 11.30 The Hot Spot: Where Self-Care Meets Obesity and Healthy Living**
Ted Kyle, Founder, ConscienHealth
- 12.00 Self-Care – The Perfect Storm**
Alexis Roberts-McIntosh, Independent R&D Healthcare Leader

- 12.30 Fuelling the Future: Breakthrough Innovation in Skin Health**
June Lee Risser, VP & General Manager, Consumer Business, Galderma
- 13.00 Lunch**
- 14.15 The OTC Training Institute Launch**
Steve Sowerby, CEO & Founder, XPotential
Ed Rowland, Founder, Rowland Global LLC
- 15.15 Battling Brand Malpractice – Stop Counterfeit Activity on your Brand!**
Terri Goldstein, Founder / CEO, Goldstein Group
Joe Gioconda, Attorney, Counselor at Law and Founder, Gioconda Law
- 15.45 Coffee**



NUTRITIONALS

- 16.15 How did Viviscal do it?**
John Halbert, CEO North America, Life2good
- 16.30 Personalised Medicine and Nutrition and Opportunities for Innovation**
Jennifer Cooper, Chief Scientific Officer, LPS Health Science Discovery
- 16.45 The Current and Future Market Dynamics of the Dietary Supplement Industry**
Thomas Aarts, Co-Founder, NBJ & NBJ Summit Director, Nutrition Business Advisors
- 17.00 The Unique and Legal Possibilities for Medical Foods**
Chuck Jolly, Senior of Counsel, Baker Donelson

- 17.15 Panel Discussion – Nutrition (Moderator TBC)**
John Halbert, CEO North America, Life2good
Jennifer Cooper, Chief Scientific Officer, LPS Health Science Discovery
Thomas Aarts, Principle, Nutrition Capital Network
Chuck Jolly, Senior of Counsel, Baker Donelson
- 18.00 Day One Meeting Close**
Drinks Reception & Networking



DAY 2 • THURSDAY 21 JUNE



REGULATORY / SWITCH

- 8.30 Coffee**
- 9.00 Switch – The Key Issues**
Joseph McGovern, Vice President, Strategy, Everything Health, LLC
- 9.30 Switch – The Industry’s Wish List**
Vidhu Dev, Vice President, Rx-to-OTC Switch, R&D, GlaxoSmithKline Consumer Healthcare
- 10.00 The Future of Nicotine: Stalemated ****show or Stunning Policy Synchrony**
Joe Gitchell, President, Pinney Associates
- 10.30 OTC Naloxone – An Antidote to Overdose and Price Gouging**
Michael Hufford, Harm Reduction Therapeutics

- 11.00 Panel Discussion – Regulatory / Switch**
Michael Hufford, Harm Reduction Therapeutics
Joe Gitchell, President, Pinney Associates
Vidhu Dev, Vice President, Rx-to-OTC Switch, R&D, GlaxoSmithKline Consumer Healthcare
Joseph McGovern, Vice President, Strategy, Everything Health, LLC
- 11.40 Coffee**
- 12.00 Magical Marketing in Healthcare**
Coleman Bigelow, Senior Partner Lead – Healthcare Team, Google
- 12.40 Change the Words. Change the World! From OTC to Non-Prescription**
Mary Alice Lawless, Managing Director & Joseph McGovern, Vice President, Strategy, Everything Health, LLC
- 13.20 Summary & Close**
Nicholas Hall, Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies
- 13.30 Networking Lunch**
- 15.30 Meeting Close**

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

Bookings before 31 March	Full Rate from 1 April
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<input type="checkbox"/> Conference (20-21 June)	US \$1,750	US \$2,000
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Please tick if you do not want your email published on our delegate list (only for meeting attendees)

Please tick if you wish to attend the evening networking (20 June)

Please tick if you wish to attend the networking lunch (21 June); and list any dietary requirements: _____

Payment Details

Please invoice my company quoting the Ref / Order no. _____

Please send me a secure link so that I can pay by credit card

Mr/Mrs/Ms/Dr Full Name _____ Job Title _____

Company _____

Address _____

City _____ Country _____ Postcode _____

Tel _____ Fax _____ Email _____

If booking two or more places please provide contact details below:

Delegate Two Mr/Mrs/Ms/Dr

Full name _____

Job title _____

Email _____

Country _____

Delegate Three Mr/Mrs/Ms/Dr

Full name _____

Job title _____

Email _____

Country _____

Delegate Four Mr/Mrs/Ms/Dr

Full name _____

Job title _____

Email _____

Country _____

Please tick if you do not want your email published on our delegate list

Please tick if you do not want your email published on our delegate list

Please tick if you do not want your email published on our delegate list

Please tick if you wish to attend the evening networking

Please tick if you wish to attend the evening networking

Please tick if you wish to attend the evening networking

Please tick if you wish to attend the networking lunch; and list any dietary requirements: _____

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I accept the terms and conditions below and understand that Nicholas Hall International Pte Ltd reserves the right to amend the agenda.

Signature _____

Date DD / MM / YYYY

INTERESTED IN SPONSORING?

Company name: _____

Please tick the package you are interested in:

- Welcome Drinks sponsor
- Delegate Pack sponsor
- Networking Hour Sponsor

I would be interested in providing the following items to be displayed at the event:

We will contact you with further information and prices if you are interested in sponsoring our event. For all other enquiries regarding sponsorship opportunities, please get in touch with Lianne Hill, Events Director.

N.B: Nicholas Hall International Pte Ltd will cannot take any responsibility for the damage or loss of items on transit to the conference hotel, or whilst they are under the care of the hotel.

Terms & Conditions

This conference is being held by Nicholas Hall International Pte Ltd, but for bookings, information and other details please contact our managing agents:

Nicholas Hall Europe Ltd, 35 Alexandra Street, Southend-on-Sea, Essex SS1 1BW, UK

N.B. Nicholas Hall Group of Companies is not liable for any incident or injury, which may occur during the course of the meeting or any of the functions, including the drinks reception.

The appropriate fee covers attendance at all sessions, conference documentation, lunches and coffee breaks during the meetings, and organised social functions from 20-21 June 2018. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Pictures and / or videos taken during the event including during speaker presentations, networking breaks, drinks reception and evening events may be used for publicity or marketing purposes.

Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 22 December 2017, fees will be refunded in full, less an administration charge of £100. If received by 31 March 2018 there will be a 50% refund. There will be no refund for cancellations received after 31 March 2018, or cancellations where no written notice of cancellation is received.

If you have any questions about this conference, please contact Lianne Hill or Jennifer O'Donnell:

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Get involved at our
North American Event
in June 2018

#NHNA18



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Share your thoughts using #NHNA18



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CELEBRATING
40 YEARS OF
CONSUMER
HEALTHCARE
1978 - 2018