

2020 Delivered Big Wins!

Despite the challenges of COVID-19, CHPA was hard at work on behalf of its members and continues to work tirelessly, on every front, to help you, and your business, navigate through this period of uncertainty and global crisis.

LAUNCH! **CHPA 2020 Initiative & Rebrand** **“Taking healthcare personally”**

CHPA’s new logo, tagline, and brand narrative better illustrates the association’s future-oriented, integrated self-care focus on the OTC, dietary supplement, and, now, consumer medical device categories.

WATCH CHPA’S ABOUT VIDEO



WIN! On Capitol Hill **Historic COVID-19 Aid Bill becomes law; Includes OTC Monograph Reform**

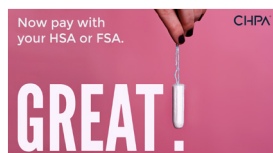
The CARES Act included the groundbreaking OTC Monograph reform legislation, which capped a multi-year effort to pass this landmark legislation.

VIEW AVAILABLE RESOURCES



WIN! CHPA Realizes Decade-Long Effort to Restore OTC Eligibility under HSA and FSA Accounts

Congress enacts legislation in March that allows 60+ million consumers to once again use their tax-preferred accounts to purchase OTC medicines, retroactive to 1/1/20.



Introducing...

Dr. John P. Troup, new CHPA Vice President for Scientific Affairs & Dietary Supplements

In a newly created role, Dr. Troup is leading efforts to evaluate science, shape strategy and policy and bring together stakeholders in this growing membership category.



DIETARY SUPPLEMENTS



LAUNCH! Introducing Insights with Impact

A real-time public policy section of the website, where you will find critical regulatory developments that help your business thrive.



LAUNCH! New COVID-19 Resources Webpage

This library of COVID-19 announcements and resources provides relevant industry developments at members’ fingertips.

CORE PRINCIPLES ON COVID-19 RESPONSE



Safety



Quality



Supply chain continuity



Self-care



Responsible use



Trust

LEARN MORE





PIVOT! Meetings & Education:

Many in-person meetings and events went online, while still offering the same high-quality educational and virtual networking opportunities. CHPA events saw record participation by over 2,000 people in 2020.



2020

REGULATORY, SCIENTIFIC & QUALITY CONFERENCE

The Consumer-Driven Future

This year, CHPA's RSQ went virtual!

We welcomed record breaking attendance, including

82 Speakers

1 FDA Update

39 General Sessions & Breakouts

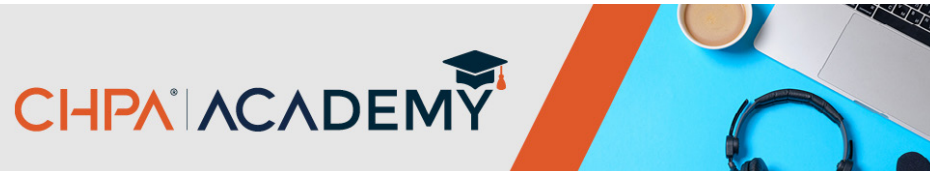
18 Dietary Supplements Sessions

23 OnDemand Sessions

20 Small Group Networking

4 committee Chair Reports

 Not to mention the virtual debut of the band **Full Switch!**



NEW Introducing...the new CHPA Academy 2020 - the year of the webinar!

BOOKMARK CHPA ACADEMY & CHECK BACK OFTEN

The Academy helps members find connection and solutions, and features e-learning opportunities covering hot topics from the convenience of your computer.



NEW Sponsorship Opportunities!

Companies interested in learning about new, high-visibility opportunities should visit **CHPA Academy** or contact membership@chpa.org.



And for a limited time only...

We are pleased to announce that Google, IQVIA, IRI, and PatientPoint have stepped up as our first Founding Education Partners (FEP). Learn more, act fast - this is available only through the end of 2020, but FEP sponsor benefits and recognition extend through 2023.

Women's Leadership Forum



The WLF builds opportunities for one generation of female leaders to connect with and mentor the next. 2020 topics included **Adaptive Leadership**; and a two-part **"After Hours"** event on racial equity: **Courageous Conversations, It Begins with Me**. Members can connect with the WLF at WLF@chpa.org.



LAUNCH! CHPA's Diversity & Inclusion Initiative

CHPA's board of directors is taking meaningful steps so that member companies can promote a more diverse industry and support broader efforts toward equal justice, inclusion and opportunity for all.