

2025 Diabetes, Diagnostics & Clinical 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, May 6, 2025

Consumer Insights & Category Perspectives

60 minutes

Join us during this industry-shaping educational program that considers a consumer's view and behaviors regarding self-diagnostics, diabetes, and home care. First, you will hear results from a recently conducted series of Persuadable Research studies which examined consumer attitudes, awareness, and usage in each of these areas. Followed by a dynamic panel representing a cross-section of the market and how they are responding to and meeting the needs of today's shoppers and patients.

Panelists: John Hickman, H-E-B; Ritu Jani, Drive Medical; Charles Miller, Persuadable Research; Kamal Haddad, Health Mobius; Kyle Kline, A&D Medical; Joanna Moy, A&D Medical

Roundtables

60 minutes

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!