2026 Home Health, OTC Diabetes, & Diagnostics 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.

Monday, May 4, 2026

Supplier Spotlight

480 minutes

Kick off the session in style! Throughout the session, we'll feature *Supplier Spotlights,* a showcase where participating suppliers can spotlight one standout product for buyers to check out. It's free to participate for suppliers, and a great way to spark conversations and get your brand noticed right from day one. Buyers, be sure to stop by and check out the featured products and vote for your favorite!

Roundtables- Chaparral- 38th Floor Center Tower

60 minutes

Tuesday, May 5th | 4:30 PM - 5:30 PM

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.
Over the 45 minutes, participants can choose a table with an assigned topic to discuss. After 20 minutes, we will pause and ask everyone to switch to a second table topic.

Table 1: Growing the Market Basket with Consumables
Conrad Cipoletti, Account Representative II, Amazon

Table 2: GLP1 Therapies: Transforming Diabetes Care and Self Testing
Katie Lachmann, Account Manager, Manufacturer Engagement Services, McKesson Corporation
Lisa Morris, Sr. Director, Manufacturer Engagement Services, McKesson Corporation

Table 3: The First Purchase Problem: Why Customers Start In-Store—and Finish Online
Ezrie Myers, COO, Shop Home Med

Table 4: Shelf to Solution: Turning Diagnostic Tests into Action (Placement, Education, Price, and Next Steps)
Alexandra Marcelli, Sr. Category Manager, Consumer Products, Cencora, Inc.

Table 5: How to Best Serve our Diabetic Patients- Basic to High Tech
Amy Ostermiller, CEO, HSA Depot dba HSA Home Medical