



## InStep Health VP to be a Featured Speaker at OTC National Conference

**Chicago, IL September 23, 2020** — Jeff Garshon, Vice President Healthcare Provider Services at InStep Health, is a featured speaker at the OTC National Virtual Conference on September 29, 2020. Jeff will be speaking about the role of healthcare providers as advocates for over-the-counter brands.

“Healthcare providers are some of the most important advocates a patient has. They are trusted advisors and play a vital role in working with patients on integrated health solutions. Holistic healthcare incorporates all facets of health and wellness from diet and exercise, to prescription medications, to over the counter solutions. Over the counter medications are an essential component in a doctor’s toolkit,” says Garshon.

The [OTC National Conference](#) will be held on September 29, 2020 and will be held virtually. The conference is focused on over the counter and consumer packaged goods marketing and will address the latest issues, challenges, and case studies.

### About InStep Health

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the wellness continuum. Their programs encompass the doctor’s office, the pharmacy aisle, and everywhere in between with their digital initiatives. The company uses deep data combined with an extensive network of over 23,000 pharmacies and 250,000 HCP partners to deliver access, influence, trial, and mindshare—while measuring the results. In-office, in-pharmacy, and digital programs from InStep Health provide patients and consumers with the information they need to lead healthier lives.

#### Contact:

Kathleen Bonetti

EVP Marketing

(847) 879-6036

kathleen.bonetti@instephealthmedia.com