

# A VIRTUAL VISIT FOR DIRECT-TO-CONSUMER CARE

*from the comfort of your home or office!*

**Tuesday | May 17th, 2022 | 1:00 PM CDT**

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AN EXPERT PANEL DISCUSSION SPONSORED BY MEDLEYMED DIRECT

## How to Succeed in the Booming \$700B DTC Healthcare Market:

Demand for virtual visits, prescription home delivery, and online access to wellness and fitness services has turned the direct-to-consumer healthcare market into a \$700 Billion industry.

*For everyone with a virtual care app,  
digital wellness company or online or independent pharmacy  
looking for a faster path to the Direct to Consumer Care market*

From the comfort of your home or office, gain insights on how to reach health care consumers directly, conveniently, and on their own terms from an industry success story, legal and tech experts, and an established provider taking advantage of the latest virtual care technology.

**REGISTER NOW**

## KEY TAKEAWAYS:

- Build or buy your platform to engage your customers
- Integrate virtual health and pharmacy fulfillment services
- Navigate the legal and regulatory distinctions between customers and patients
- Identify best practices to stand out from the competition in a crowded field
- Take advantage of future DTC industry trends

## SESSION MODERATOR:



**Kristin Norton, Ph.D.**

Chief Executive Officer, Green Room Technologies



## SESSION PANELISTS:



**Sheryl Dacso, JD, PhD**

Texas Board Certified Health Care Lawyer and Partner at Seyfarth Shaw



**Lisa Faast, Pharm.D.**

Chief Executive Officer at DiversifyRx



**Robert Mordkin, MD**

CMO at LetsGetChecked



**Sherry McLaughlin**

President - Michigan Institute for Human Performance (MIHP)



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