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Over The Counter: How To Make An Impact With Your OTC Brand, With PA Consulting's Rhea Patten

by [David Ridley](#)

Consumers increasingly demand more from health and wellness brands, particularly valuing those that connect wellness with the home environment, PA Consulting's Rhea Patten explains, in this episode of HBW Insight's Over the Counter podcast. Consumer health companies also now have a responsibility to contribute to global wellbeing, which can in turn enhance brand impact and drive business growth.

Consumers are expecting more and more from health and wellness brands, PA Consulting's latest [Brand Impact Index](#) shows.

Consumer health brands that link wellness to the sanctuary of the home do particularly well, explains PA associate partner and consumer product expert Rhea Patten, in this episode of HBW Insight's Over the Counter podcast.

But do consumers expect too much? Do consumer health companies really have a responsibility to help save the world? Patten says yes, and stresses that doing so will ultimately provide greater opportunities for brand impact and ultimately business growth.

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Timestamps

1:45 - Introductions

2:40 – Brand Impact Index

8:25 – Why Consumer Health Brands Make An Big Impact

12:00 – The Home As Sanctuary

15:45 – Can Brands Save The World?

20:30 – Eco By Design

26:15 – Greening Your Supply Chain

Guest Bio

Rhea Patten is a consumer product expert at PA Consulting, with expertise in health, beauty, and wellness. She has over 20 years' experience in leading innovation and transformation projects in the consumer products and retail sector. Passionate about bridging physical products with digital experiences, Rhea helps leaders deliver solutions that drive business growth. She specializes in accelerating product innovation, with a focus on strategy, customer-centricity, and sustainability.