

Cutting Edge Solutions Leaders in Pharmacology Nutrition, Technology Innovation, Manufacturing & Other Grocery Executives Roadmaps to Success & Groundbreaking Research

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WHOLESALE
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conference
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2011

HEALTH & WELLNESS

INTEGRATED APPROACHES FOR CUSTOMERS

April 3 - 5, 2011 • Omni Resort at ChampionsGate • Orlando, Florida

Merging the Power of Food
& Pharmacy Innovation
Center Showcasing Emerging
Tools & Trends Personal
Wellness Zone to Recharge
& Retool Optimized Meetings
with Trading Partners to
Explore New Business
Opportunities

WELCOME

Learn, share and collaborate with Pharmacy, Nutrition, Technology, Manufacturing and Grocery professionals to form strategies that promote a whole store approach to wellness and disease management. Enhance your professional knowledge and take home actionable ideas for implementing an integrated health and wellness experience for your customers.

FEATURED BENEFITS:

- Learn why “thinking business” raises the value of in-store health and wellness solutions
- Hear how cross-departmental collaboration plays a key role in improving the bottom line
- Share best practices and fresh ideas for merchandising health and wellness products and services
- Develop your professional skills and get updates on the latest trends and technologies
- Discover how to transform your store into a one-stop shop for both the sick and the healthy

WHO SHOULD ATTEND:

Pharmacy Vice Presidents and Directors ■ Corporate Nutritionists and Dietitians ■ Marketing/Merchandising/Communications Executives ■ Store Operations and GM/HBC Executives ■ HR Professionals and other Executives Focusing on Health and Wellness ■ Suppliers of Pharmacy-Related Products and Services and Health and Wellness Solutions.

BUSINESS, NETWORKING AND SOCIAL ACTIVITIES

- **Strategic Exchange Appointments (SEA):** Participate in 15-30 minute strategic meetings with potential business partners to discuss new products and services or conduct brief business reviews.
- **Wellness Innovation Zone:** Discover the power of merging food and pharmacy to create customer health and wellness solutions across the entire store. Find actionable merchandising and marketing solutions in an interactive and fun atmosphere.

Special appearances and contributions from:

- **Phil Lempert**, CEO of The Lempert Report and SupermarketGuru.com and correspondent for NBC's *Today* show.
 - **Bonnie Taub-Dix**, author of *Read It Before You Eat It*.
 - **Matt Goulding**, Editor of *Men's Health Magazine* and co-author of *Cook This, Not That®*, the latest in the *Eat This, Not That®* book series.
 - **Cary Silver**, Director of *Consumer and Advertising Trends* for Rodale Publishing, researcher for *Shopping for Health* report.
 - **The Robert Wood Johnson Foundation** in collaboration with **The Food Trust** and **The California Endowment**.
- **Health and Wellness Showcase:** Explore new trends, technologies, products and services in the nutrition and pharmacy field.
 - **Social Event:** Join us Monday, April 4 from 7-10pm for a buffet dinner during the NCAA Championship Game Party at the Omni Resort Golf Clubhouse. Sports fan or not, you won't want to miss it!

Join **FMI's Health and Wellness LinkedIn group** to share ideas and make valuable connections.



ATTENTION VENDORS

Contact us about sponsorships opportunities:
Amanda Bond-Thorley at
202.220.0606 or
abondthorley@fmi.org

AGENDA AT A GLANCE

SUNDAY, APRIL 3

12:00 p.m. – 5:00 p.m.

Wellness Innovation Zone

12:00 p.m. – 7:00 p.m.

Registration

5:30 p.m. – 7:00 p.m.

Welcome Reception

MONDAY, APRIL 4

7:00 a.m. – 8:00 a.m.

Continental Breakfast

8:00 a.m. – 8:15 a.m.

The Supermarket Guru Speaks



8:15 a.m. – 9:00 a.m.

Food as Medicine



9:00 a.m. – 10:00 a.m.

To Know Her Is to Sell to Her:
Capturing Female Health-Related Purchases



10:00 a.m. – 10:15 a.m.

Networking Break

10:15 a.m. – 11:15 a.m.

BREAKOUT SESSIONS

Marketing and Merchandising

Convergence: Wellness
and Disease Management



Trends and Technology

Beyond Pharmacy Dispensing



Policy and Partnerships

In-Store Marketing Innovations to
Reverse Childhood Obesity



11:15 a.m. – 11:30 a.m.

Networking Break

11:30 a.m. – 12:30 p.m.

BREAKOUT SESSIONS

Marketing and Merchandising

Business 101 for Healthcare



Trends and Technology

Pharmacy Trends 2011:
What's Hot, What's New



Policy and Partnerships

Building a Levee Against
the Public Health Crisis



12:30 p.m. – 2:00 p.m.

Lunch With Speaker and Cooking Demo



Food Justice: At the Intersection of Food, Politics,
Poverty, Public Health and the Environment

2:00 p.m. – 6:00 p.m.

Business Appointments

7:00 p.m. – 10:00 p.m.

NCAA Party and Networking Event

TUESDAY, APRIL 5

7:00 a.m. – 8:00 a.m.

Educators Breakfast (By Invitation Only)

8:00 a.m. – 8:15 a.m.

Recap of Conference Highlights

8:15 a.m. – 9:15 a.m.

CEO Panel Discussion

9:15 a.m. – 10:15 a.m.

BREAKOUT SESSIONS

Marketing and Merchandising

Patient Perspectives, Purchase Patterns and Possibilities for Supermarkets



Trends and Technology

The New Nutrition Environment



Policy and Partnerships

Pharmacy Legislative and Regulatory Update



10:15 a.m. – 2:00 p.m.

Business Appointments

12:00 p.m. – 1:00 p.m.

Boxed Lunch

2:00 p.m. – 3:00 p.m.

BREAKOUT SESSIONS

Marketing and Merchandising

Social Media: Empowering Consumers, Driving Sales



Trends and Technology

Open Session – TBD



Policy and Partnerships

Partnering to Improve Medication Adherence



3:00 p.m. – 4:00 p.m.

Closing Keynote Speaker

4:00 p.m.

Conference Adjourns



Pharmacy-focused sessions

Nutrition-focused sessions

Attendees are welcome and encouraged to attend any and all sessions.

These sessions MAY be eligible for ACPE credit; please see the final CPE activity announcement for specific details.

FEATURED SESSIONS

The 2011 FMI Health and Wellness Conference will be moderated by Phil Lempert, NBC's "Today" Show correspondent and CEO of *The Lempert Report* and *SupermarketGuru.com*



THE SUPERMARKET GURU SPEAKS



Known as The Supermarket Guru®, Phil Lempert kicks off the conference and lends his thoughts to how retailers can meet the health and wellness needs of today's consumer. Lempert is one of America's leading consumer trend-watchers and analysts. He is the food trends editor and correspondent for NBC News' *Today* show, makes monthly appearances on ABC's *The View*, and has appeared numerous times on *The Oprah Winfrey Show*, *20/20*, CNN, CNBC, Discovery Health and MSNBC. Lempert is the founder and CEO of *SupermarketGuru.com*, one of the leading online food and health resources helping consumers understand their food, health, lifestyle and shopping options.



FOOD AS MEDICINE—THAT WILL ACTUALLY GO DOWN



While exercise and smoking behavior are more readily understood and easily mastered, diet is a more complicated contributor to overall health. Dr. David L. Katz, an internationally renowned authority on nutrition, weight management, and the prevention of chronic disease, shares his perspective on the significance of food on health and makes the case that diet has the potential to count among the most potent of modern medicines, if only the best advice were easier to swallow. Gain insights from Dr. Katz's views on the concept of "Food is Medicine" and the role we can play in helping "make the medicine go down" and in saving lives.

David L. Katz MD, MPH, FACP, FACP

PHARMACY TRENDS 2011: WHAT'S HOT, WHAT'S NEW



Explore the current trends and issues facing today's pharmaceutical market such as Average Manufacturer's Price (AMP), health care reform, patent cliff, innovation and Risk Evaluation and Mitigation Strategies (REMS). Discover how these trends may influence your supermarket pharmacy operations.

Doug Long, Vice President, Industry Relations, IMS Health, Inc.

“This conference empowers our industry executives, store managers, consumer affairs personnel, pharmacists and the brands that serve them to take the lead in helping consumers live healthier lives. It promises the most comprehensive look at how consumer health & wellness needs are changing our population and stores and offers the tools for success. This is one conference not to be missed.”

Phil Lempert, CEO of The Lempert Report and SupermarketGuru.com, and correspondent for NBC's "Today" show.

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TO KNOW HER IS TO SELL TO HER: CAPTURING FEMALE HEALTH-RELATED PURCHASES P N

One-stop shopping saves time, yet many busy moms still divide their purchases between grocery, specialty and drug stores. The Pink Tank, a unique agency specializing in healthcare-related market research and marketing to women, explores why women make the buying choices they do. Using fascinating data collected via online chat rooms and Twitter feeds, learn what moms want, need and ought to know to meet their family's non-food related health goals at the supermarket and make long-term commitments to health brands. Discover how much people trust the supermarket as a source for healthy products and services.

Learn new ways to position your healthy offerings to attract female shoppers and drive incremental sales.

Marcee Nelson, President/Founder, Strategic Consulting Practice and Gretchen Goffe, SVP/Strategic Planning, Pink Tank, GSW Worldwide, an inVentiv Health company

PHARMACY LEGISLATIVE AND REGULATORY UPDATE P

Join us for an informative overview of legislative happenings in Washington D.C. and state capitols across the country. Learn more about recent legislative and regulatory decisions affecting pharmacy and discover their potential impact on your business.

Vic Vercammen, Director, Compliance and Government Affairs, SUPERVALU Pharmacies

PARTNERING TO IMPROVE MEDICATION ADHERENCE P

Gain new insights about how healthcare partnerships can help integrate pharmacy performance reporting and interventions to improve medication adherence for health plan participants. Hear how a health plan and technology company collaborated to deliver performance reports to network pharmacies. See how they tested the effectiveness and return-on-investment of specific adherence interventions based on PQA (Pharmacy Quality Alliance) quality measures. Discover the value of implementing such partnerships in your own company.

Moderator:

Laura Cranston, RPh, Executive Director, Pharmacy Quality Alliance, Inc.

Panelists:

*Jesse W. McCullough, PharmD, Manager of Field Clinical Services, Rite Aid Corporation
Mark Conklin, PharmD, MS, Clinical Pharmacy Specialist, Highmark*

THE NEW NUTRITION ENVIRONMENT N

It's a brave new world for today's supermarket customer. From front-of-pack labeling to tighter controls on product health claims, consumers are exposed to a barrage of efforts by the federal and local governments, schools and consumer health advocates to reduce obesity and promote healthy eating habits. Gain insight on the latest government policies and trends and hear what consumers have to say about government control on their food choices.

Susan Pitman, MA, RD, Partner, FoodMinds, LLC

These sessions MAY be eligible for ACPE credit; please see the final CPE activity announcement for specific details.

“ Supermarkets are uniquely positioned to help customers live happier, healthier lives by providing health information and expertise, through pharmacists and dietitians, at the point of purchase. The FMI health and wellness conference provides the opportunity to network with other retailers and learn from experts, as the industry defines its commitment to improving the health of customers.”

Helen Eddy, Assistant Vice President, Health and Wellness, Hy-Vee, Inc.

CONVERGENCE: WELLNESS AND DISEASE MANAGEMENT



Consumer education via shelf-nutrition programs have been successfully implemented by retailers across the country. Learn whether these programs can meet the needs of both healthy consumers interested in general wellness as well as those managing chronic disease states. A panel of experts will address the needs and preferences of multiple consumer segments that shop retail grocery stores for food and pharmacy products and share ideas to help you implement your own shelf-education strategy.

Shirley Axe, Health and Wellness Manager, Ahold USA

Annette Maggi, MS, RD, LD, FADA, NuVal LLC

Kim Kirchherr, MS, RD, LDN, CDE, Corporate Dietitian, SUPERVALU

IN-STORE MARKETING INNOVATIONS TO REVERSE CHILDHOOD OBESITY



Learn how urban, suburban and rural grocery stores are using novel marketing strategies to drive the purchase of nutritious, affordable foods that promote healthy diets for children and their families. Discover how these strategies represent “win-win” solutions for both consumers and stores by simultaneously addressing and preventing childhood obesity and creating healthy retail profits. Hear a panel of experts describe their experiences, methods and results.

Sponsored by The Robert Wood Johnson Foundation, The Food Trust and The California Endowment

Moderated by:

C. Tracy Orleans, Ph.D., Senior Scientist, The Robert Wood Johnson Foundation

Judi Larsen, Program Manager, Community Health, The California Endowment

Panelists:

Yael Lehmann, MSW, Executive Director, The Food Trust

Chris Duffy, Vice President, Pharmacy, Marsh Drugs LLC

Carly Spross, Marketing Director, The Fresh Grocer

Rosa Soto, Regional Director, California Center for Public Health Advocacy

These sessions MAY be eligible for ACPE credit; please see the final CPE activity announcement for specific details.

BUILDING A LEVEE AGAINST THE PUBLIC HEALTH CRISIS



Just as one sandbag won't save a town from an impending flood, one program or initiative alone isn't enough to solve today's public health crisis. A panel of health professionals in the supermarket industry will discuss cross-departmental collaborative efforts within grocery chains as well as partnerships between retailers and health organizations/medical professionals designed to help consumers manage their health and to stem the public health crisis.

Ellie Wilson, MS, RD, Senior Nutritionist, Price Chopper Supermarkets

Stephanie Walker, RD, Skogen's Festival Foods

Eileen Myers, MPH, RD, LDN, FADA, Director of Prevention and Health Management, The Little Clinic, a subsidiary of Kroger

Helen Eddy, Assistant Vice President, Health and Wellness, Hy-Vee, Inc.

FOOD JUSTICE: AT THE INTERSECTION OF FOOD, POLITICS, POVERTY, PUBLIC HEALTH AND THE ENVIRONMENT



How can we provide healthy food choices for all Americans, regardless of income, geography or race? In this interactive presentation, Bryant Terry shows us how the food we eat has an impact on macroeconomical factors including poverty, sustainability and structural racism. How can we get healthier food into low income urban areas? Terry shows us how to improve access to fresh food in our communities. Also, enjoy a short cooking demonstration

Bryant Terry, eco chef, food justice activist, and author of Vegan Soul Kitchen (VSK): Fresh, Healthy, and Creative African-American Cuisine

PATIENT PERSPECTIVES, PURCHASE PATTERNS AND POSSIBILITIES FOR SUPERMARKETS



Take home actionable ideas to help you design wellness solutions that align with the needs and expectations of your customers. Learn ways to help shoppers manage both the functional and emotional impacts of common conditions such as diabetes and hypertension. This dynamic session unveils insights gathered through a combination of patient interviews and consumer surveys; and provides perspective on what these insights mean for pharmacists, nutritionists, marketers and store operations.

Moderator:

Sharon Glass, Group Vice President, Beauty and Wellness, Catalina Marketing

BEYOND PHARMACY DISPENSING



Explore the latest technology innovations in the pharmacy world that provide advanced customer solutions such as mobile technology, patient communication and Risk Evaluation and Mitigation Strategies (REMS). Find out how technology is being used to reach patients based on their specific drug therapy.

Bob Dufour, Chief Operations Officer – Partner, Blue Ocean Innovative Solutions

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CREATING THE BEST OUTCOMES: WHAT HEALTHCARE REFORM MEANS FOR YOU



The passage of healthcare reform was a great leap forward in creating a healthier population. In the past 20 years, the “bottom line” in bottom line medicine came to mean healthy profits—not healthy patients, but today, with a new emphasis on positive outcomes for patients, we can see a return to high quality of care for everyone. In this presentation, Dr. Arnot examines what the changing shape of health care means for you and your business, and how fixing the system will change American health care outcomes for the better.

Dr. Bob Arnot, Physician, Author and former Chief Medical Officer for NBC

SOCIAL MEDIA: EMPOWERING CONSUMERS, DRIVING SALES



Discover the important role that social media plays at the grass roots level as a consumer resource for new product and health-related information and how this is driving sales. Learn how to provide your customer with the right resources and position your store as a premium destination for wellness solutions.

*Troy Vincent, President, Live Healthy America
Gina Rau, Marketing Director, Aisle7*

CONTINUING EDUCATION INFORMATION:

Continuing Education – Dietitians:

FMI is seeking Commission on Accreditation for Dietetics Education (CADE) prior approval for activities during this conference. Please see the final CPE activity announcement for specific details.

Continuing Education – Pharmacy

The University of the Pacific Thomas J. Long School of Pharmacy & Health Sciences is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Activities during this conference may be eligible for ACPE credit; please see the final CPE activity announcement for specific details.

These sessions MAY be eligible for ACPE credit; please see the final CPE activity announcement for specific details.

QUESTIONS

PROGRAM AND SPONSORSHIPS

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REGISTRATION/STRATEGIC EXCHANGE APPOINTMENTS

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WELLNESS INNOVATION ZONE AND SHOWCASE

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Products with this mark
meet criteria for

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Association**
heartcheckmark.org



FMI offers Food Safety, Government Relations and Loss Prevention programs that provide cutting-edge information, training, and representation in Washington to help you and your company be successful.

Visit us at **www.fmi.org** to discover all the resources available to help you achieve your professional goals.

Also, check out FMI research available at **www.fmi.org/store/**

SHOPPING FOR HEALTH

A practical understanding of how health and nutritional concerns influence grocery purchases.

U.S. GROCERY SHOPPER TRENDS

An in-depth look at attitudes and behaviors of American consumers as they relate to and impact the food retail industry.

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April 3 - 5, 2011 • Omni Resort at ChampionsGate • Orlando, Florida

Food Marketing Institute

2345 Crystal Drive, Suite 800

Arlington, VA 22202

Educational Sessions

Workshops Strategic

Exchange Appointments

Wellness Innovation

Zone Health and

Wellness Showcase

Networking Events

www.fmi.org/events

