

RETAIL FOOD & PHARMACY  
**HEALTH & WELLNESS**  
OPPORTUNITIES ACROSS THE STORE



FMI's Health and Wellness Conference is the only event that brings together food retail pharmacy, nutrition, and marketing and merchandising professionals in a single forum to share information and insights on how stores can provide a one-stop experience for today's health-conscious shoppers.

PARTICIPATION IN THIS **ALL-IN-ONE** CONFERENCE IS YOUR CHANCE TO MAKE YOUR STORE A **ONE-STOP-SHOPPING** DESTINATION FOR HEALTH AND WELLNESS.

Register today at [fmihealth-wellness.com](http://fmihealth-wellness.com)

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**HEALTH & WELLNESS**  
OPPORTUNITIES ACROSS THE STORE

EMERGING TRENDS • **PROFESSIONAL DEVELOPMENT**

MARCH 18-21, 2012 • LOEWS ROYAL PACIFIC RESORT • ORLANDO, FLORIDA



**BEST PRACTICES** • REGULATORY UPDATES

**NETWORKING** • RESEARCH • **INNOVATIONS**



Register today at [fmihealth-wellness.com](http://fmihealth-wellness.com)

 **YOUR PATIENTS:** DELIVERING QUALITY PHARMACY SOLUTIONS

 **YOUR SHOPPERS:** PROVIDING HEALTHY LIVING IDEAS

 **YOUR BUSINESS:** BUILDING A HEALTH AND WELLNESS DESTINATION

Get ready to learn, share and collaborate with pharmacy, nutrition, technology and manufacturing professionals to identify opportunities across the store. Connect with your patients and shoppers, and grow your business. Don't miss this opportunity to enhance your supermarket's role as a community health and wellness destination and contribute to your own professional development.

- Explore best practices for developing health and wellness initiatives and improving existing programs.
- Stay current on need-to-know pharmacy and healthcare legislative updates and ground-breaking research.
- Share fresh ideas for merchandising health and wellness solutions.
- Discover emerging trends and technologies.

**ATTENDEES INCLUDE:**

- Marketing/Merchandising/Communications Executives
- Corporate Dietitians/Nutritionists
- Pharmacy Executives
- Store Operations and GM/HBC Executives
- HR Professionals Focusing on Health and Wellness
- Suppliers of Pharmacy-Related Products and Services
- Suppliers of Health and Wellness Products and Technologies

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**HEALTH & WELLNESS**  
OPPORTUNITIES ACROSS THE STORE

**PHARMACISTS AND DIETITIANS:  
EARN CE CREDITS!**



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THIS **ALL-IN-ONE** CONFERENCE IS YOUR CHANCE  
TO MAKE YOUR STORE A **ONE-STOP-SHOP**  
FOR HEALTH AND WELLNESS.

**GENERAL  
BUSINESS SESSIONS**

Industry experts  
will share information  
to enhance your health  
and wellness programs.

**WELLNESS EXPO**

Explore new trends,  
technologies, products  
and services in the  
health and wellness  
and pharmacy fields.

**PHARMACY SUMMIT**

Half-day session on  
improving patient care and  
medication safety focusing  
on central pharmacy and  
clinical processes.  
(hosted by The Pharmacy  
Quality Alliance (PQA))

**DIETITIAN SUMMIT**

Boost retail sales and  
improve the overall  
well-being of Americans  
at Field Trip Factory's  
Annual Summit,  
"The Value of the  
Retail Dietitian."

*Fulfill your professional  
development potential.*

**FMI/DRUG STORE NEWS  
INDUSTRY ROUNDTABLE**

Join a panel of industry  
experts to discuss  
Activating Health and  
Wellness in your  
Supermarket."

**BUSINESS  
EXCHANGE  
APPOINTMENTS**

8 hours of strategic B2B  
dialogue on new health  
and wellness business  
opportunities, products  
and services.

**BREAKOUT  
SESSIONS**

Education tracks that  
focus on Your Patients,  
Your Shoppers and  
Your Business.

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# AGENDA AT A GLANCE

## SUNDAY, MARCH 18

3:00 p.m. – 5:00 p.m. FMI/Drug Store News Roundtable:  
Activating Health and Wellness in the Supermarket  
*Sponsored by The Emerson Group*  
Facilitator: Rob Eder, Editor-in-Chief, Drug Store News

5:00 p.m. – 7:00 p.m. Welcome Reception  
*Sponsored by Teva Pharmaceuticals*

## MONDAY, MARCH 19

7:00 a.m. – 8:00 a.m. Breakfast Session  
Exploring Consumer Attitudes Towards Fruits and Vegetables  
Elizabeth Pivonka, Ph.D., R.D., President and CEO,  
Produce for Better Health Foundation  
*Sponsored by AmerisourceBergen*

8:00 a.m. – 8:15 a.m. Welcome and Opening Remarks

8:15 a.m. – 9:30 a.m. Keynote Address:  
The Decision Tree: Taking Control of Your Health in the  
New Era of Personalized Medicine  
Thomas Goetz, Author and Executive Editor at Wired Magazine

9:30 a.m. – 9:45 a.m. Break  
*Sponsored by Cardinal Health*

9:45 a.m. – 10:45 a.m. Breakout Sessions  
• **Your Patients:** Pharmacy Legislative and Regulatory Update  
• **Your Shoppers:** Accentuate The Positive—The Bonus of “Plus” —  
Making Messages Stick, From Super Foods to Simple Steps  
• **Your Business:** Measuring ROI of Your Health and Wellness Programming

10:45 a.m. – 11:00 a.m. Break  
*Sponsored by Hormel Foods*

11:00 a.m. – 12:00 p.m. Breakout Sessions  
• **Your Patients:** The Implications of Medicare Part D Ratings  
for Supermarket Pharmacies  
• **Your Shoppers:** Dietary Supplements—The Science You Need To Know  
• **Your Business:** The Power of Partnerships—Leveraging Industry  
Collaboration to Impact Consumer Health and the Bottom Line

12:00 p.m. – 1:30 p.m. Keynote Lunch  
Stop, Drop and Roll – Getting The Basics Right on Health and Wellness  
Becky Frankiewicz, Vice President, Marketing and Innovation,  
Global Nutrition Group, PepsiCo.  
*Sponsored by PepsiCo.*

1:30 p.m. – 5:30 p.m. Wellness Expo and Business Exchange Appointments

5:30 p.m. – 7:00 p.m. Cocktail Reception  
*Sponsored by Kellogg's*

## TUESDAY, MARCH 20

7:00 a.m. – 8:00 a.m. Breakfast Session  
The U.S. Pharmaceutical Market: What's In, What's Out and What's Ahead  
Doug Long, Vice President Industry Relations, IMS Health, Inc.  
*Sponsored by IMS Health, Inc.*

8:00 a.m. – 9:15 a.m. Keynote Address:  
Peer Pressure: The Secret Weapon for Saving Americans' Health  
Tina Rosenberg, Pulitzer Prize-Winning Author  
*Sponsored by The American Heart Association*

## TUESDAY, MARCH 20 *(continued)*

- 9:15 a.m. – 9:30 a.m. Break
- 9:30 a.m. – 10:20 a.m. Breakout Sessions:
- **Your Patients:** Health Reform and Retail Clinics
  - **Your Shoppers:** Leveraging Natural/Organic Brands to Drive Cross-Category/Department Conversion
  - **Your Business:** Addressing Chronic Needs at Retail
- 10:20 a.m. – 10:35 a.m. Break
- 10:35 a.m. – 11:25 a.m. Breakout Sessions
- **Your Patients:** Positioning Your Pharmacy as a Specialty Provider
  - **Your Shoppers:** TBD
  - **Your Business:** Digital Signage and Mobile Innovations—Seizing Opportunities and Avoiding Pitfalls
- 11:25 a.m. – 11:40 a.m. Break
- 11:40 a.m. – 12:30 p.m. Breakout Sessions
- **Your Patients:** Role of Pharmacy and Pharmacy Benefit Design in Improving Medication Adherence
  - **Your Shoppers:** Helping Consumers Navigate the Wellness Crossing
  - **Your Business:** How to Engage the Hungry Wellness Shopper
- 12:30 p.m. – 1:30 p.m. Keynote Lunch  
Connecting the Dots for an Insanely Great Health Experience  
Marc Braman, MD, MPH, Executive Director/Past President,  
American College of Lifestyle Medicine  
*Sponsored by McCormick*
- 1:30 p.m. – 5:30 p.m. Wellness Expo and Business Exchange Appointments
- 5:30 p.m. – 7:00 p.m. Cocktail Reception

## WEDNESDAY, MARCH 21

- 7:00 a.m. – 8:30 a.m. Breakfast Session  
Reimagining Health and Wellness  
June Jo-Lee, Senior Director, Strategic Insights, The Hartman Group
- 8:30 a.m. – 9:30 a.m. Breakout Sessions
- **Your Patients:** Pharmacy Claims Audits
  - **Your Shoppers:** Using Rewards and Reminders for Healthy Lifestyles and Margins
  - **Your Business:** The Shape of America's Shopping Basket
- 9:30 a.m. – 9:45 a.m. Break
- 9:45 a.m. – 10:45 a.m. Breakout Sessions
- **Your Patients:** Medication Therapy Management—Opportunities for Supermarket Pharmacies
  - **Your Shoppers:** The Gluten-Free Diet—Implications for Your Customers AND Your Bottom Line
  - **Your Business:** Inspiring Family Meals
- 11:00 a.m. – 4:00 p.m. Dietitian Summit  
*Sponsored by The Field Trip Factory*
- 11:00 a.m. – 4:00 p.m. Pharmacy Summit  
*Sponsored by The Pharmacy Quality Alliance (PQA)*

## FEATURED BREAKOUT SESSIONS

### **YOUR PATIENTS: DELIVERING QUALITY PHARMACY SOLUTIONS**

#### **PHARMACY LEGISLATIVE AND REGULATORY UPDATE**

Join us for an informative overview of federal legislation and regulation affecting community pharmacy. Learn more about changes in Medicare Part D and Part B programs and new regulations relating to CMS, DEA and FDA. Gain an understanding of the impact of federal elections on healthcare reform.

**John M. Coster**, Ph.D., R.Ph., *Senior Vice President of Government Affairs and Director of the Center for Community Pharmacy Advocacy, National Community Pharmacists Association*

**Cathy Polley**, R.Ph., *Vice President, Health & Wellness, Food Marketing Institute*

#### **THE IMPLICATIONS OF MEDICARE PART D STAR RATINGS FOR SUPERMARKET PHARMACIES**

The Centers for Medicare & Medicaid Services (CMS) publishes annual ratings of Medicare prescription drug plans that include several measures of medication safety and adherence. These measures will take on greater significance in 2012 as CMS implements a Quality-Based Payment (QBP) system. Discover how to identify strategies for improving medication safety and adherence.

**Dr. David Nau**, *Senior Director, Pharmacy Quality Alliance*

#### **THE U.S. PHARMACEUTICAL MARKET: WHAT'S IN, WHAT'S OUT, AND WHAT'S AHEAD**

Explore the current trends and issues facing today's pharmaceutical market and how they may influence your supermarket pharmacy operations. Gain an overview of current and forecasted market growth and the factors that will affect it.

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

#### **POSITIONING YOUR PHARMACY AS A SPECIALTY PROVIDER**

The window of opportunity to leverage retail's advantage in the specialty arena is closing, as retail pharmacies are faced with \$4 generic programs putting pressure on gross dollar margins, loss of blockbuster brand name drugs, limited distribution drugs, REMS and migration of specialty products to other channels. Find out how to develop a strategy and identify competencies to position your pharmacies as specialty providers with patients, prescribers, pharma and payors.

**Steve Chaffee**, R.Ph., *Senior Vice President, Business Development, Diplomat Specialty Pharmacy*

#### **ROLE OF PHARMACY AND PHARMACY BENEFIT DESIGN IN IMPROVING MEDICATION ADHERENCE**

Get acquainted with "Million Hearts", a nationwide initiative to prevent one million heart attacks and strokes over the next five years. Improving medication adherence is a key component to making progress in the ABCS – Aspirin for those who need it, Blood pressure control, Cholesterol management and Smoking cessation. Explore the current state and causes of low medication adherence, gain insight into the ABCS nationwide baseline and target measures and learn about innovations in pharmacy practice and pharmacy benefit design that are improving patient care and ABCS goal attainment.

**John O'Brien**, R. Ph., *Senior Advisor and National Field Director, Centers for Medicare & Medicaid Services*

#### **MEDICATION THERAPY MANAGEMENT: OPPORTUNITIES FOR SUPERMARKET PHARMACIES**

Medication therapy management (MTM) services are increasingly being recognized in the healthcare arena for their value in improving outcomes and reducing costs. This session will provide an update on the types of MTM services being delivered in the marketplace, the emerging healthcare delivery models that are incorporating MTM services, and the factors that are important to creating scalable MTM models.

**Anne Burns** R.Ph., *Senior Vice President, Professional Affairs at American Pharmacists Association*

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

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Here is a sampling of the quality sessions you can expect at the conference.



## **YOUR SHOPPERS: PROVIDING HEALTHY LIVING IDEAS**

### **AC-CEN-TUATE THE POSITIVE. THE BONUS OF “PLUS”--MAKING MESSAGES FROM SUPER FOODS TO SIMPLE STEPS STICK.**

According to the International Food Information Council (IFIC) 2011 Food and Health survey, over 60% of Americans would rather hear positive messages about what TO eat rather than negative messages regarding what NOT TO eat. Backed with research findings and offering practical applications, this session highlights specific foods and ingredients and outlines a ‘plus’ approach to healthy living that targets the forces driving shoppers’ food decisions: Foremost taste, followed by price, healthfulness and convenience. Learn about this science-to-strategy approach that uses nutrition science to help shoppers make positive choices for themselves and their families.

**Wendy Bazilian**, DrPH, MA, RD, ACSM HFS, Nutrition Director and Co-Owner, Bazilian’s Health

### **DIETARY SUPPLEMENTS: THE SCIENCE YOU NEED TO KNOW**

Faced with a media barrage of conflicting information, consumers are more perplexed than ever about dietary supplements. Learn to give simple advice. Hear from a licensed naturopathic physician and integrative medicine specialist how, as dietitians and pharmacists, you can best use sound science-based knowledge, together with electronic and printed resources, to guide shoppers in their choices of safe and effective dietary supplement products.

**Duffy MacKay**, Vice President, Scientific and Regulatory Affairs, Council for Responsible Nutrition

### **LEVERAGING NATURAL/ORGANIC BRANDS TO DRIVE CROSS CATEGORY/ DEPARTMENT CONVERSION**

Consumers of natural food products are more likely than nonconsumers to purchase health and wellness products, presenting a huge retail opportunity in the health and wellness aisle. Explore how natural products provide gateways to steer consumers toward incremental purchasing decisions throughout the store. By working collaboratively across brand and functional silos and employing simple merchandising, promotion and signage strategies, as well as leveraging the power of the pharmacist to educate and inform, natural brands can provide greater penetration of health and wellness offerings, increasing trip value.

**David DeSouza**, General Manager, Kashi Co.

**Nick Vlahos**, General Manager, Burt’s Bees.

### **HELPING CONSUMERS NAVIGATE THE WELLNESS CROSSING**

Today’s consumers are making Wellness Crossings, and when they do, the way they view and shop for food changes significantly. They are breaking up with brands they’ve been faithful to for years and finding new solutions that fit their healthier lifestyles. Half of U.S. consumers are now shopping with a health condition in mind. Their traditional way of shopping isn’t working anymore and they’re frustrated with the lack of compelling alternatives. Using original research that includes a survey of best practices, a new in-store technique called HealthShops™, and, 100 in-depth interviews with Wellness Crossers, this session offers insight as to what’s working, what’s missing, and provides retailers opportunities to help consumers navigate the Wellness Crossing.

**Scott Page**, Managing Director, Founding Partner, The Well@GSW

**Gretchen Goffe**, Director of Strategy, Founding Partner, The Well@GSW

### **THE GLUTEN-FREE DIET – THE IMPLICATIONS FOR YOUR CUSTOMERS AND YOUR BOTTOM LINE**

Celiac disease, which requires a strict gluten-free diet, affects 1-2% of the U.S. population. An additional 6% of the population suffers from gluten intolerance or sensitivity. Together, that translated into \$2.6 billion in sales of gluten-free products. Learn how to capitalize on this growing market by improving your knowledge of the disease, products, food labeling guidelines and health issues. Learn how to assist shoppers in purchasing safe and nutritious gluten-free products.

**Pam A. Cureton** RD, LDN, Clinical Dietitian, Center for Celiac Research, University of Maryland School of Medicine

Register today at [fmihealth-wellness.com](http://fmihealth-wellness.com)

Log on to [www.fmihealth-wellness.com](http://www.fmihealth-wellness.com) for the most up-to-date agenda.



## **YOUR BUSINESS: BUILDING A HEALTH AND WELLNESS DESTINATION**

### **MEASURING ROI OF YOUR HEALTH AND WELLNESS PROGRAMMING**

Learn how to identify and measure ROI of health and wellness programming for both pharmacy and front-of-store sales. Using data collected from over 1,000 retail-based health and wellness programs nationwide, this session will share analytical methodology that measures both tangible (financial) and intangible (shopper loyalty) ROI. You'll hear case studies that illustrate best practices for selecting the right health and wellness programming for your store.

**Tori Tomlinson**, *President and CEO, U.S. Wellness, Inc.*

**Alyssa Williamson**, *Chief Operating Officer, U.S. Wellness, Inc.*

### **THE POWER OF PARTNERSHIPS: LEVERAGING INDUSTRY COLLABORATION TO IMPACT CONSUMER HEALTH AND THE BOTTOM LINE**

Participate in a panel discussion that examines how manufacturers and retailers can partner to help consumers reach their health and wellness goals. Take a closer look at industry best practices for partnering on both health and wellness and corporate responsibility initiatives. Explore new opportunities that go beyond current efforts of manufacturers and retailers, to work effectively and collaboratively to positively impact brands, reputation, sales, and consumer health and wellness purchasing decisions.

**Moderated by: Julie Craven**, *Vice President of Corporate Communications, Hormel Foods*

### **ADDRESSING CHRONIC NEEDS AT RETAIL**

Imagine a fully-integrated wellness marketing solution that links the pharmacy patient to the entire store. Patients who fill prescriptions in the pharmacy rarely appreciate, or understand, the complete care solution that awaits them throughout the rest of the store. Some retail operations have recognized this opportunity to build a stronger relationship with patients and convert them to full-store shoppers. This workshop will examine essential building blocks necessary to create and maintain a focus on chronic care that extends beyond the pharmacy to the rest of the store. Explore what's working, what's missing, and what's needed to fully realize the possibilities.

**David J. Wendland**, *Vice President, Hamacher Resource Group, Inc.*

### **DIGITAL SIGNAGE AND MOBILE INNOVATIONS: SEIZING OPPORTUNITIES AND AVOIDING PITFALLS**

Emerging technologies are changing the way we promote, sell, account, analyze, and support the guest experience within the grocery store and pharmacy, while digital signage is delivering new interactive promotional energy. Gain insight into the potential financial and brand growth these technologies present, get a better understanding of the stakeholders involved, and the potential hurdles that must be overcome to leverage opportunities and realize your return on investment in an ever-changing technology landscape.

**Moderated by: Craig Foster**, *President, Quantum Services Group, LLC*

### **HOW TO ENGAGE THE INFORMATION HUNGRY-WELLNESS SHOPPER**

Mobile devices, social media, and technology, such as QR codes, give today's connected consumers unprecedented access to health and wellness information. Learn how to leverage social media and mobile marketing techniques to engage the information-hungry consumer and create effective digital wellness programs that educate, inform, and drive sales. Learn through case studies can help you effectively use health and wellness content across marketing channels to drive customer acquisition, increase community, differentiate your voice in a crowded health and wellness landscape, and profit from your investment.

**Mr. Bill Schneider**, *Director of Marketing, Aisle7*

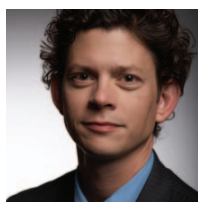
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# KEYNOTE SESSIONS

## THOMAS GOETZ

### THE DECISION TREE: TAKING CONTROL OF YOUR HEALTH IN THE NEW ERA OF PERSONALIZED MEDICINE

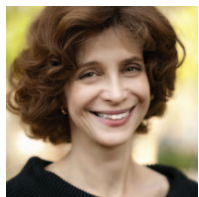


In *The Decision Tree*, Thomas Goetz proposes a new strategy for thinking about health, one that applies cutting-edge technology and sound science to put us at the center of the equation. An individual's *Decision Tree* begins with genomics, where \$400 and a test tube of spit provide a peek at how your DNA influences your health. It taps self-monitoring and collaborative health tools, where iPhone applications and next-generation monitoring gadgets help individuals successfully change their behavior. Full of thoughtful, groundbreaking reporting on the impact personalized medicine will have on the average patient, *The Decision Tree* shows how you can take advantage of this new frontier in healthcare.

Former FDA commissioner Dr. David Kessler calls *The Decision Tree* “a game changer,” and Dr. Dean Ornish says that Goetz “writes more clearly and presciently about the future of healthcare than anyone on the planet.” As executive editor of *WIRED* Magazine, Goetz writes frequently on the confluence of medicine, health and technology. His work has been selected for both the Best American Science Writing and the Best Technology Writing anthologies. His writing has also appeared in *The New York Times Magazine*, *The New York Times* op-ed page, *Rolling Stone*, and other publications. He has been a commentator for BBC Radio and appeared many times on CNN, CNBC, ABC, and other television outlets.

## TINA ROSENBERG

### PEER PRESSURE: THE SECRET WEAPON FOR SAVING AMERICANS' HEALTH

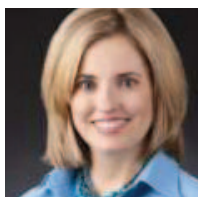


Health in America is becoming a self-inflicted catastrophe. Poor patient adherence, failure to take prescribed medicine and to do things like quit smoking, exercise, and eat healthy foods—is responsible for much of the disease in America. When health systems pay attention to the issue of adherence at all, it is usually by applying ineffective measures. In this eye-opening talk, Tina Rosenberg looks at the powerful ways peer pressure can be the solution to the problem. Offering a way to cut healthcare costs and help Americans live more healthfully, this is a must-see talk.

Pulitzer Prize winner, Tina Rosenberg, has been the recipient of a MacArthur Fellowship and is the author of *The Haunted Land*, which was awarded both The Pulitzer Prize and The National Book Award. She writes *Fixes*, an online column on solutions to social problems, at *The New York Times*. Her speeches challenge audiences to question their ingrained perceptions that peer pressure can only lead to negative outcomes. She offers, instead, a bright new way of changing the world for the better through carefully applied peer pressure—call it “The Social Cure.”

## MONDAY KEYNOTE LUNCH:

### STOP, DROP AND ROLL – GETTING THE BASICS RIGHT ON HEALTH AND WELLNESS

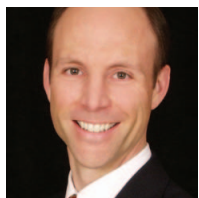


Take a deep dive in understanding health and wellness trends in America and what they mean to your business. Gain understanding on what your customers' mindset and beliefs are while examining what communication tactics are working now and what will work for tomorrow's consumer. Learn what you can do now and in the future to improve the dialogue and results.

**Becky Frankiewicz**, *Vice President, Marketing and Innovation, Global Nutrition Group, PepsiCo.*

## TUESDAY KEYNOTE LUNCH:

### CONNECTING THE DOTS FOR AN INSANELY GREAT HEALTH EXPERIENCE



Steve Jobs and Apple reinvented no less than six entire industries by thinking differently and connecting the dots to create a seamless user experience so that “it just works.” It is time for the reinvention of healthcare, health and wellness. The pieces necessary for a seamless health experience have been disconnected and broken. The American College of Lifestyle Medicine is thinking differently and bringing the pieces together so that “it just works.” It is time to connect the dots.

**Marc Braman**, MD, MPH, *Executive Director / Past President, American College of Lifestyle Medicine*

# CONFERENCE INFORMATION

## CONTACT INFORMATION

### PROGRAM AND SPONSORSHIPS

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## CONTINUING EDUCATION INFORMATION

### PHARMACY CONTINUING EDUCATION:



LearnSomething, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Activities during this conference are eligible for ACPE credit; please see the final CPE activity announcement for specific details.

### DIETETICS CONTINUING EDUCATION:



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.

NEW in 2012: Print your certificate onsite! Together with our strategic partner, LearnSomething, the leading provider of custom eLearning solutions for the food, drug and healthcare industries, FMI will provide attendees the ability to view, print and track your statements of credit online.

## HOTEL INFORMATION

LOEWS ROYAL PACIFIC RESORT  
AT UNIVERSAL STUDIOS  
6300 Hollywood Way  
Orlando, FL 32819

Reservations can be made online using a link provided on the conference website or via phone at 1-866-360-7395. Please reference the Food Marketing Institute Health and Wellness Conference when making your reservation. The negotiated rate of \$185/night is available until February 23, 2012, after which time rooms will be sold on a space available basis and may be subject to higher rates.

## REGISTER ONLINE

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