

**Health and Wellness Conference
March 18-21, 2012
Loews Royal Pacific Resort, Orlando, Florida
Continuing Pharmacy Education Credits**

Pharmacists with an association or affiliation with, or interest in the association between food and health may earn up to 13.25 hours of CPE credit for participation in this conference.

Selected sessions at the Health and Wellness Conference have been approved for continuing pharmacy education (CPE) credits. Sessions approved for credit are indicated by a UAN number and contact hour designation listed as part of the session description. There are no additional fees to conference registrants to earn CPE credits.

Activity Type: All sessions have been designated as knowledge-based CPE activities

To receive continuing education credits, participants must attend the sessions in their entirety, and complete an online assessment and evaluation. Participants will be able to view, print and track their statement of credit online. For full objectives and more information, go to www.fmi.org



LearnSomething, Inc. is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. All continuing education sessions are co-sponsored by the Food Marketing Institute and LearnSomething Inc.

Sunday, March 18

3:00 p.m. – 5:00 p.m. (120 minutes)

(2 contact hours)

0296-9999-12-021-L04-P/T

FMI/Drug Store New Roundtable

Drug Store News editor in chief Rob Eder will moderate an exclusive panel discussion live at the FMI Health & Wellness Conference, Sunday, March 18, 2012. Anchored by retail panelists from the FMI Health & Wellness Council, the roundtable will focus on the opportunities for retailers and suppliers to work together to improve the overall "wellness experience" for the supermarket customers.

Learning Objectives

Attendees will be able to:

- Describe how brands fit into the consumer's changing definition of health and wellness.
- Describe how in-store pharmacists and dietitians can become more accessible to customers.
- Describe how supermarket pharmacy operators and their suppliers can provide simple solutions to help shoppers navigate the abundance of information.
- List the various ways brands can be leveraged to create a better wellness solution for supermarket shoppers.

Monday, March 19

8:15 a.m. – 9:30 a.m. (75 minutes)

(1.25 contact hours)

0296-9999-12-022-L04-P/T

The Decision Tree: Taking Control of Your Health in the New Era of Personalized Medicine

Thomas Goetz, Author and Executive Editor at Wired Magazine

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, once and for all. 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.

Learning Objectives

Attendees will be able to:

- Identify cutting-edge technology that puts us at the center of the health equation.
- Describe how DNA influences our health.
- Describe what and how next-generation monitoring devices can help change health & wellness behavior.
- Describe new screening techniques that detect diseases earlier with far better prospects for long-term health.

Monday, March 19

9:45 a.m. – 10:45 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-023-L03-P/T

Pharmacy Legislative and Regulatory Update

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

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 federal regulations relating to CMS, DEA and FDA. Gain an understanding of the impact of federal elections on health care reform.

Learning Objectives

Attendees will be able to:

- List the changes in Medicare Part D and Medicare Part B that affect community pharmacy.
- Describe new Federal regulations – relating to CMS, DEA, and FDA – that affect community pharmacy.
- Identify the potential impact of Federal elections on health care reform will have on community pharmacy.

Monday, March 19

9:45 a.m. – 10:45 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-024-L04-P/T

Measuring ROI of Your Health and Wellness Programming

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

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

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 to measure 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.

Learning Objectives

Attendees will be able to:

- Describe the foundation of the relationship between health and wellness programs and direct sales.
- Explain analytical methodology used in measuring ROI.
- Discuss measures for both tangible ROI (financial) and intangible ROI (shopper loyalty).
- Describe the relationship between risk factors and benefits of H/W programs.
- List ROI for various types of health and wellness programs.

Monday, March 19

11:00 a.m. – 12:00 p.m. (60 minutes)

(1 contact hour)

0296-9999-12-025-L04-P/T

The Implications of Medicare Part D Star Ratings for Supermarket Pharmacies

Dr. David Nau, Senior Director, Pharmacy Quality Alliance

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 for Medicare Advantage plans that offer drug coverage (MAPDs). Hear what you need to know about the Medicare Part D Star Ratings and the implications and opportunities for community pharmacies. Discover how to identify potential strategies for improving medication safety and adherence in order to be successful in a payment model based on quality metrics.

Learning Objectives

Attendees will be able to:

- Describe the new environment of quality-based payment models for health plans and their pharmacy networks.
- Describe the Medicare Star Ratings program and the medication-related quality measures in this program.

- Describe the new Quality Bonus Payment (QBP) program for Medicare Advantage plans and the implications for pharmacy networks.
- Identify key actions that pharmacies should take to position themselves for success in the new environment of quality-based payment models.

Monday, March 19

11:00 a.m. – 12:00 p.m. (60 minutes)

(1 contact hour)

0296-9999-12-026-L04-P/T

Dietary Supplements: The Science You Need To Know

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

Faced with a media barrage of conflicting information and studies, consumers are more perplexed than ever about dietary supplements. Learn to give simple advice on drug/nutrient interactions and depletions. 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 choice of safe and effective dietary supplement products.

Learning Objectives

Attendees will be able to:

- Describe techniques used to translate scientific evidence and research into simple advice on drug/nutrient interactions and depletions.
- Identify electronic and printed resources that can be used to help guide customers toward safe and effective dietary supplements.

Tuesday, March 20

7:00 a.m. – 8:00 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-027-L04-P/T

The U.S. Pharmaceutical Market: What's In, What's Out, and What's Ahead

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

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.

Learning Objectives

Attendees will be able to:

- Describe where the US Pharmaceutical market growth has been and near-term forecast for growth.
- Summarize how pharmaceutical market trends and issues may influence supermarket pharmacy operations.
- Describe the factors that will affect forecasted market growth.

Tuesday, March 20

8:15 a.m. – 9:15 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-028-L04-P/T

Peer Pressure: The Secret Weapon for Saving Americans' Health

Tina Rosenberg, Author

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 food 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 that peer pressure can be the solution to the problem. Offering a way to cut health care costs and help Americans live more healthfully, this is a must-see talk.

Learning Objectives

Attendees will be able to:

- Describe why health messages are so often ineffective – and design messages that work.
- Identify the biggest health problem in America and attack this problem with the one strategy proven to work: peer pressure.
- Describe why peer pressure can be the solution to poor patient adherence.

Tuesday, March 20

9:30 a.m. – 10:20 a.m. (50 minutes)

(0.75 contact hours)

0296-9999-12-029-L04-P/T

Health Reform and Retail Clinics

Larry Kocot, Senior Counsel, SNR Denton US LLP

The session will discuss the future role of retail clinics in the context of the changing health care system.

Attendees will be able to:

- State, within context, why there is a need for future health care payment and delivery reforms.
- Describe the landscape and factors for success for retail clinics in the current health care system.
- Describe how retail clinics may meet the needs of the evolving health care system.

Tuesday, March 20

9:30 a.m. – 10:20 a.m. (50 minutes)

(0.75 contact hours)

0296-9999-12-030-L04-P/T

Addressing Chronic Needs at Retail

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

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 as an opportunity to build a stronger relationship with patients and convert them to full-store shoppers. However with more than 130 million Americans currently affected by chronic disease accounting for 75 cents of every healthcare dollar, future success for supermarkets will demand this integration. 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.

Learning Objectives

Attendees will be able to:

- Describe the pharmacist's role in facilitating "total" patient care.
- Explain ways to make the pharmacists as the "go-to-resource" for patients living with chronic conditions and their loved ones providing care.
- Identify potential pitfalls to linking pharmacy and center store.
- Describe an integrated action plan that not only invites customers to become acquainted with the resources throughout the store, but also breaks down internal barriers to success.
- Describe innovative merchandising and marketing techniques for success.

Tuesday, March 20

10:35 a.m. – 11:25 a.m. (50 minutes)

(0.75 contact hours)

0296-9999-12-031-L04-P/T

Positioning Your Pharmacy as a Specialty Provider

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

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

Learning Objectives

Attendees will be able to:

- Name the threats from various stakeholders attempting to migrate specialty products away from retail.
- Describe external threats and opportunities to maintain and grow specialty dispenses in retail.
- State a plan to develop next steps in an organization's specialty strategy.
- List the options of entry to being recognized as having specialty pharmacy competencies; build, buy or partner.
- Describe an organization's current book of specialty business, platform and competencies to determine next steps to develop or refine a specialty strategy.
- Describe next steps toward a plan to increase specialty business.

Tuesday, March 20

11:40 a.m. – 12:30 p.m. (50 minutes)

(0.75 contact hours)

0296-9999-12-032-L04-P/T

Role of Pharmacy and Pharmacy Benefit Design in Improving Medication Adherence

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

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.

Learning Objectives

Attendees will be able to:

- Describe the Million Hearts initiative and other nationwide efforts to improve medication adherence.
- List the nationwide baseline and target measures in the ABCS.
- Explain the current state and causes of low medication adherence.
- Identify examples of innovations in pharmacy practice and pharmacy benefit design that improve adherence and match them with the causes they seek to improve.

Tuesday, March 20

12:45 p.m. – 1:40 p.m. (45 minutes)

(0.75 contact hours)

0296-9999-12-033-L04-P/T

Connecting the Dots for an *Insanely Great* Health Experience

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

Steve Jobs, and Apple, reinvented at least 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 broken and disconnected. 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.

Learning Objectives

Attendees will be able to:

- Define Lifestyle Medicine.
- Describe how Lifestyle Medicine is different than the rest of medicine.
- Identify the various aspects of Lifestyle Medicine.

Wednesday, March 21

7:00 a.m. – 8:00 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-034-L04-P/T

Reimagining Health and Wellness

June Jo-Lee, Senior Director, Strategic Insights, The Hartman Group

Take a look ahead to 2015 and beyond to see where the redefined notion of "Health and Wellness" from a consumer perspective is heading and how this impacts both manufacturers and retailers. With 20 years of consumer and trend tracking as a basis, this session synthesizes new findings, insights and recommendations from The Hartman Group's latest exploration into the evolving wellness landscape. Gain insight into shifts in consumer behavior and spending, the changing retail marketplace, best in class examples of communicating Health and Wellness to differing consumer segments and trends on the horizon.

Learning objectives

Attendees will be able to:

- Describe wellness from a consumer perspective.
- Identify important shifts in consumer at-shelf wellness product considerations.
- Identify channel selections for differing types of wellness categories.
- State which Core trends have the ability to extend to mainstream consumers.

Wednesday, March 21

8:30 a.m. – 9:30 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-035-L03-P/T

Pharmacy Claims Audits

Charlie Oltman, Government Programs and Industry Standards Compliance Manager, NCPDP, Vice Chair and Telecom Co-Chair

New federal and state funding for fraud, waste and abuse initiatives will increase the frequency of pharmacy audits. Attend this session to gain a better understanding of the audit landscape and the associated risks. Learn about the benefits of industry collaboration on establishing model audit guidelines and the NCPDP standard audit transaction.

Learning objectives

Attendees will be able to:

- Explain the pharmacy audit landscape and where the greatest risks lie.
- Describe the industry collaboration of the model audit guidelines and how they can assist pharmacy providers to better understand the audit requirements and process.
- Describe the benefits of the NCPDP standard audit transaction.

Wednesday, March 21

8:30 a.m. – 9:30 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-036-L04-P/T

Using Rewards and Reminders for Healthy Lifestyles and Margins

Peter Meyers, Vice President, Product Development and Innovation, LoyaltyOne

Patient health is a leading concern for retailers and pharmacies as the failure to adhere to healthy lifestyles, not to mention prescriptions, is causing both cataclysmic illness and disengagement at the counter. Driven to find a solution, innovative marketers are launching retail programs to enhance consumer trust and interactions, targeting patients with diabetes, high cholesterol and high blood pressure and offering rewards and recognition for the smallest healthy choices. Attend this session and learn how to define the triggers that change patient behavior and create a response plan. Learn how creative partnerships and relevant recognition are changing the ways patients think about their pharmacist relationships and in turn improving their lifestyles.

Learning Objectives

Attendees will be able to:

- Define the triggers that lead to changes in patient behavior.
- Explain how to create a response plan.
- Describe how in-store consultations and analysis that engage patients can encourage return visits.
- Explain wellness tools and quizzes that identify the aspirations and needs of their best customers.

Wednesday, March 21

9:45 a.m. – 10:45 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-037-L04-P/T

Medication Therapy Management: Opportunities for Supermarket Pharmacies

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

Medication therapy management (MTM) services are increasingly being recognized in the health care arena for their value in improving health care outcomes and reducing health care costs. What opportunities do these services bring to supermarket pharmacies and what does it take to get involved? This session will provide an update on the types of MTM services being delivered in the marketplace, the emerging health care delivery models that are incorporating MTM services, and the factors that are important to creating scalable MTM models. MTM service examples from supermarket pharmacies will be discussed.

Learning Objectives

Attendees will be able to:

- Describe the scope of MTM service delivery around the country.
- Identify emerging health care delivery models and how they are incorporating MTM services.
- Describe factors that are important in creating scalable MTM models.

Wednesday, March 21

9:45 a.m. – 10:45 a.m. (60 minutes)

(1 contact hour)

0296-9999-12-038-L04-P/T

The Gluten Free Diet – The Implications For Your Customers AND Your Bottom Line

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

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.

Learning Objectives

Attendees will be able to:

- Define celiac disease and gluten intolerance.
- Describe the impact celiac disease and gluten intolerance has on the health of consumers.
- List the ingredients that contain gluten in food products in a gluten free diet.
- List 3 ways they can help your consumer overcome the barriers of following the gluten free diet.