

EDUCATION SESSIONS BY TRACK

Education sessions at the FMI Health and Wellness Conference are segmented by target audience (pharmacists, dietitians/nutritionists, marketers and merchandisers). Given our desire to promote a total store approach to health and wellness in the grocery retail industry, we encourage you to attend sessions in all three categories.

Connect with Your Patients and Shoppers and Grow Your Business!

- Your Patients: Delivering Quality Pharmacy Solutions
- Your Shoppers: Providing Healthy Living Ideas
- Your Business: Building a Health and Wellness Destination

YOUR PATIENTS: DELIVERING QUALITY PHARMACY SOLUTIONS

CORAL ROOM

PHARMACY LEGISLATIVE AND REGULATORY UPDATE

Monday, March 19, 9:45 a.m. – 10:45 a.m.

UAN # 0296-9999-12-023-L03-P/T (1.0 CONTACT HOUR)

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

Monday, March 19, 11:00 a.m. – 12:00 p.m

UAN # 0296-9999-12-025-L04-P/T (1.0 CONTACT HOUR)

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*

HEALTH REFORM AND RETAIL CLINICS

Tuesday, March 20, 9:30 a.m. – 10:20 a.m.

UAN # 0296-9999-12-029-L04-P/T (0.75 CONTACT HOURS)

Discuss the future role of retail clinics in the context of the changing health care system. Get an overview of context and need for future health care payment and delivery reforms, gain perspective on the landscape and factors for success of the retail clinics in the current health care system and discover how retail clinics may meet the needs of the evolving health care system.

» *Larry Kocot, Deputy Director, Engelberg Center for Health Care Reform, The Brookings Institution*

POSITIONING YOUR PHARMACY AS A SPECIALTY PROVIDER

Tuesday, March 20, 10:35 a.m. – 11:25 a.m.

UAN # 0296-9999-12-031-L04-P/T (0.75 CONTACT HOURS)

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.

» *Jeanne Ann Stasny, Vice President, Pharmacy Services, Diplomat Specialty Pharmacy*

» *Mitch Freeman, Vice President of Retail Sales, Scriptsave*

ROLE OF PHARMACY AND PHARMACY BENEFIT DESIGN IN IMPROVING MEDICATION ADHERENCE

Tuesday, March 20, 11:40 a.m. – 12:30 p.m.

UAN # 0296-9999-12-032-L04-P/T (0.75 CONTACT HOURS)

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*

PHARMACY CLAIMS AUDITS – A MODEL GUIDELINE

Wednesday, March 21, 8:30 a.m. – 9:30 a.m.

UAN # 0296-9999-12-035-L03-P/T (1.0 CONTACT HOURS)

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.

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

MEDICATION THERAPY MANAGEMENT: OPPORTUNITIES FOR SUPERMARKET PHARMACIES

WEDNESDAY, MARCH 21, 9:45 A.M. – 10:45 A.M.

UAN # 0296-9999-12-037-L04-P/T (1.0 CONTACT HOURS)

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*



YOUR SHOPPERS: PROVIDING HEALTHY LIVING IDEAS

JAVA ROOM

ACCENTUATE THE POSITIVE – THE BONUS OF ‘PLUS’ – MAKING MESSAGE STICK, FROM SUPER FOODS TO SIMPLE STEPS.

MONDAY, MARCH 19, 9:45 A.M. – 10:45 A.M.

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

MONDAY, MARCH 19, 11:00 A.M. – 12:00 P.M.

UAN # 0296-9999-12-026-L04-P/T (1.0 CONTACT HOURS)

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

TUESDAY, MARCH 20, 9:30 A.M. – 10:20 A.M.

Consumers of natural food products are more likely than non-consumers 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.*

CHANGING THE WAY WE THINK ABOUT PUBLIC HEALTH BY PUTTING FOOD FIRST

TUESDAY, MARCH 20, 10:35 A.M. – 11:25 A.M.

Consumers shop at supermarkets an average of 2.4 times a week. By providing shoppers with guidance on healthier food options, as well as healthy lifestyle information, supermarkets can have a positive impact on changing food awareness and food consumption in a healthier direction, while opening the door to engage consumers in an expanded set of health enhancing behaviors including fitness, immunizations, cancer screening, and stress management. Join a panel of experts to discuss how supermarkets can and should play a significant role as community-based providers of healthy food choices and consumer health information.

Moderated by:

» *Dr. Jeremy J. Nobel, Adjunct Lecturer, Harvard School of Public Health*

Panelists:

» *Dennis Milne, Director, Business Relations, Nutrition & Obesity Strategies Department, American Heart Association*

» *Julie Greene, Director of Healthy Living, Hannaford Bros. Co.*

HELPING CONSUMERS NAVIGATE THE WELLNESS CROSSING

TUESDAY, MARCH 20, 11:40 A.M. – 12:30 P.M.

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*

USING REWARDS AND REMINDERS FOR HEALTHY LIFESTYLES AND MARGINS

WEDNESDAY, MARCH 21, 8:30 A.M. – 9:30 A.M.

UAN # 0296-9999-12-036-L04-P/T (1.0 CONTACT HOURS)

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.

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

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

WEDNESDAY, MARCH 21, 9:45 A.M. – 10:45 A.M.

UAN # 0296-9999-12-038-L04-P/T (1.0 CONTACT HOURS)

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*



YOUR BUSINESS: BUILDING A HEALTH AND WELLNESS DESTINATION

TIMOR ROOM

MEASURING ROI OF YOUR HEALTH AND WELLNESS PROGRAMMING

MONDAY, MARCH 19, 9:45 A.M. – 10:45 A.M.

UAN # 0296-9999-12-024-L04-P/T (1.0 CONTACT HOURS)

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

MONDAY, MARCH 19, 11:00 A.M. – 12:00 P.M.

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, VP of Corporate Communications, Hormel Foods*

Panelists:

- » *Helen Eddy, Assistant VP, Health and Wellness, Hy-Vee, Inc.*
- » *Dave Jones, VP, Industry Initiatives, Kellogg Company*
- » *Maureen Murphy, Manager, Consumer Trends, Nutrition and Lifestyles, Price Chopper Supermarkets*
- » *Craig T. Stacey, Director, Wellness Marketing, SUPERVALU, Inc.*

ADDRESSING CHRONIC NEEDS AT RETAIL

TUESDAY, MARCH 20, 9:30 A.M. – 10:20 A.M.

UAN # 0296-9999-12-030-L04-P/T (1.0 CONTACT HOURS)

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

TUESDAY, MARCH 20, 10:35 A.M. – 11:25 A.M.

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*

Panelists:

» *Natalie Egleston, Chief Marketing Officer, Premier Retail Networks, LLC*

» *Curt Thornton, CEO, Provision Interactive Technologies, Inc.*

HOW TO ENGAGE THE INFORMATION HUNGRY- WELLNESS SHOPPER

TUESDAY, MARCH 20, 11:40 A.M. – 12:30 P.M.

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.

» *Bill Schneider, Director of Marketing, Aisle7*

THE SHAPE OF AMERICA'S SHOPPING BASKET

WEDNESDAY, MARCH 21, 8:30 A.M. – 9:30 A.M.

Peer into the shopping baskets of more than one million American homes to see how food choices affect our health. Dieters are filling their carts with low-calorie and fat-free products. Fiber-focused shoppers are choosing whole grain options. Key consumers of egg substitutes, cholesterol-reducing dairy products and cereal show their concern for heart health. But who is consuming the best balance of macronutrients and micronutrients relative to the calories they consume and the dollars they spend? Listen to the voice of the consumer and learn which services, online and in-store tactics garner the most positive shopper response. This dynamic session unveils an unprecedented assessment of what we buy, and how we could be making better choices in every aisle of the store.

» *Sharon Glass, Senior Vice President, Health and Wellness Services, Catalina Marketing*

LEVERAGING CONSUMER TRENDS AND NEEDS: HOW MEAL SOLUTION MERCHANDISING DRIVES PURCHASES

WEDNESDAY, MARCH 21, 9:45 A.M. – 10:45 A.M.

Consumers are hungry for meal ideas, whether for a healthy snack to fuel their day or a hearty dinner to please their families. Learn how six retailers leveraged consumer trends and needs to boost dollar sales by an average of 21 percent. Join a panel of retail experts to explore the findings of new Innovation Center for U.S. Dairy research that focused on meal solutions merchandising concepts. Gain insight into best practices, pilot testing results and actionable ideas for retailers to implement in their own stores.

Moderated by:

- » *Rebecca MacKay, Vice President, Strategy, Insights and Planning, Innovation Center for U.S. Dairy/Dairy Management Inc.*
- » *Bill Bishop, Willard Bishop, LLC*
- » *Mike Malone, Dairy Category Manager, Brookshire Grocery Company*