



# FOOD AS MEDICINE

May 25-26 2022 · Chicago, IL & Online

**Conversations to Catalyze F&B and Healthcare Collaboration**

## **Day 1: Wednesday, May 25th 2022**

**Chair's Opening Remarks & Setting the Scene**

Keynote Presentation - **Food as Medicine: The Implications of a Changing Regulatory Environment**

*Join our keynote speaker for an exploration of the current state of affairs in Food as Medicine, recent regulatory and policy changes that are making waves in the movement, and what the future could and should look like for healthcare and the F&B industries.*

Keynote Panel Discussion with Open Q&A - **Is a Whole System Shake-Up Essential for Food as Medicine Success?**

*Over recent years, Food as Medicine has moved from a fringe idea to a reputable movement solidifying itself within healthcare and the F&B industry. But with each year that passes, it is becoming ever more clear that mutually beneficial partnerships between key stakeholders and sectors are essential for Food as Medicine to continue on its journey. Join some of the movement's leading visionaries to explore the who's, what's, whens, wheres and whys of the healthcare, hunger, public health, and F&B shake-up needed to propel Food as Medicine into the mainstream.*

- Do we need a universal, accepted definition of Food as Medicine? Are there some key elements that generally hold true?
- What are we trying to achieve with Food as Medicine, and how will we know if we have been successful?
- Given that vision of success, in your opinion, what is the single biggest obstacle to Food as Medicine achieving that vision? How can the food, healthcare, hunger, public health, and other systems play a role in addressing this?
- How is regulation currently limiting or facilitating Food as Medicine, and what changes might you want to see to further the movement?
- With many Food as Medicine approaches currently aimed at the “health-conscious” or only reaching people with means, how can we take a more equity-focused approach? How do we make sure that all people at different ages and income levels have the food they need to be their healthiest self?
- How can we make Food as Medicine (everything from access to health nutrition, medically-tailored meals to personalized nutrition) more accessible to everyone? How do we amplify its importance to consumers, producers, distributors, regulators, and prescribers?”

**Jessica Donze Black**, National Vice President, Community Health, **American Heart Association**

**Melinda Ring**, Executive Director, **Osher Center for Integrative Medicine at Northwestern University**

## **Morning Refreshments & Networking**

### **Research, Data & Metrics**

Presentation - **Community Impact and Healthcare Cost Reduction with Medically-Tailored Meals**

Presentation - **Food as Medicine for Mental Health & Psychiatric Disorders**

Panel Discussion with Open Q&A: **How Can Data & Research Help Integrate Food as a Central Pillar of Healthcare and F&B?**

*Pivoting food into an evidence-backed area of research will be instrumental for Food as Medicine's introduction into the medical conversation, but this is no mean feat. Many F&B companies are also holding back on investment into areas of the movement without more proof and better credibility. Explore the challenges in making this a reality, the current issues with food research and the implications of data and research on collaboration, funding and reimbursement.*

- What are the current challenges with research in food, and with research in Food as Medicine?
- What are the best metrics to measure Food as Medicine interventions, and support increased funding and integration into healthcare? What data and results do we need to see for healthcare and F&B to jump on board?
- How can we ensure the credibility of the research being produced and secure Food as Medicine as an evidence-based intervention?
- How can we keep up with all the new research and data, and what steps do we need to take next?
- How can we improve our data interoperability and research to support increased funding, reimbursement and partnerships?

**Tristin Brisbois**, Director, Advanced Personalization Ideation Center, Life Sciences, Global R&D, **PepsiCo**

**Lunch & Networking**

**Roundtable: Key Topics in Food as Medicine**

These small group discussions provide a unique opportunity to deep-dive into topics tackling different areas within Food as Medicine. Each session has been curated to bring expert moderators together in order for attendees to find questions in a peer-to-peer format.

Attendees will be able to attend 2 roundtables, which are 40 minutes each. Get ready for plenty of takeaways in this 80-minute session!

**Roundtable Session A** (Please choose 1 session)

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<p><b>Roundtable 1A) Food as Medicine 101: Nutrition for Health &amp; Wellness</b></p> <p><i>Recent popularity of fad diets, unvalidated claims in food, and skewed “healthy” guidelines have made navigating the landscape of nutrition less than straightforward. Join this workshop to deep-dive into how nutrition can be used to support health, learn essential differences between healthy and unhealthy foods, the benefits and risks of the most popular foods in the US, and how we can all make small changes to improve our own health and our offering to patients and consumers.</i></p>	<p><b>Roundtable 2A) Collaborating With and Within Key Programs in Food as Medicine</b></p> <p><i>The efficacy and value of Teaching Kitchens, Medically-Tailored Meals, Produce Prescriptions, Nutrition Incentives and Fresh Food Farmacies is clear, but challenges still lie ahead on the road to widespread accessibility, execution and integration within healthcare. Join leading figures from these key programs in an open forum to discuss best practices and pitfalls to developing these programs, collaborating between these key pillars, and steps we need to take to seamlessly integrate into healthcare.</i></p>	<p><b>Roundtable 3A) How Can We Successfully Market to Different Target Patient Groups?</b></p> <p><i>With marketing and branding an important consideration in healthcare and in F&amp;B, it’s important to understand how best to reach your target market, whether that’s patients or consumers. In this session, discuss the importance of knowing your audience for conveying scientific information in a clear and convincing way, take a look at examples of successful evidence based marketing campaigns, and explore how Food as Medicine can make nourishing, healthy food appealing.</i></p>
<p><b>Roundtable Session B</b> (Please choose 1 session)</p>		
<p><b>Roundtable 1B) Food as Medicine 101: Nutrition for Prevention, Longevity, Health &amp; Wellness</b></p>	<p><b>Roundtable 2B) Collaborating With and Within Key Programs in Food as Medicine</b></p>	<p><b>Roundtable 3B) How Can We Successfully Market to Different Target Patient Groups?</b></p>
<p><b>Afternoon Refreshments &amp; Networking</b></p>		
<p style="text-align: center;"><b>Access &amp; Health Equity</b></p>		
<p><b>Presentation - Accelerate Food Security Aimed at Transforming Health and Health Care in America</b></p> <ul style="list-style-type: none"> <li>- Explore Kaiser Permanente Community Benefit’s work with vulnerable communities to support healthy eating, active living and access to health care and affordable housing</li> </ul>		

- A closer look at Food for Health, a place for dedicated Kaiser Permanente caregivers to post recipes and talk about important issues related to nutrition and health
- Discuss lessons learned and best practices for responding in the most impactful ways to the needs of communities

Presentation - **Food as Medicine to Improve Health Equity and Prevent Chronic Disease**

**Karen Mancera-Cuevas**, Deputy Director, Health Promotion, **Illinois Department of Public Health (IDPH)**

Panel Discussion with Open Q&A - **Key Challenges in Food as Medicine and Health Equity**

*Food is one of the most powerful tools in our arsenal for improving health equity, with poor diet and food insecurity well known for its link to chronic disease risk and ill health. However, despite this awareness, diet continues to be one the single biggest contributor to the poor health of millions of Americans and skyrocketing US healthcare costs. How do we move the needle here?*

- How do you define health equity, and what does healthy equity mean within Food as Medicine?
- How are Food as Medicine interventions currently being used to improve health equity, and how can we ensure future interventions are as equitable and accessible as possible?
- How can we begin to address the importance of food from not only a health perspective, but also from an emotional, cultural, social, community and financial perspective too?
- How can we increase access to Food as Medicine interventions for those who need it most, and how can we ensure Food as Medicine does not become a wealthy-only intervention?
- Is there a place for personalised approaches in tackling health equity, and if so, how can we begin to bring these approaches to the most at-risk communities?
- What are the responsibilities of each of the key stakeholders in tackling health equity through food?

**Lauren Shweder Biel**, Executive Director, **DC Greens**

Close of Day 1

## Day 2: Thursday, May 26th, 2021

### Chair's Opening Remarks

### Trends, Translation & Education

#### Presentation - **Food as Medicine as a Macro Trend: How Did We Get Here & What Does the Future Hold?**

*Listening and responding to changing consumer needs and trends is undoubtedly essential in the F&B industry, but has important implications in healthcare too, affecting funding, research and scalability to name a few. Join Day 2 for an exploration of the biggest changes to consumer demands resulting from the pandemic, the trends that will dictate the coming years, and how the healthcare and the food industry need to blend in order to meet these needs.*

#### Panel Discussion with Open Q&A - **What Are The Key Strategies to Impact Consumer Health through Food as Medicine?**

*Convincing consumers and patients of the value of Food as Medicine is difficult in itself, but changing behaviour, building long-term habits and making repeat purchases brings a whole new set of challenges to the table. Join this panel of experts to explore the lessons learned in translating the science and encouraging behaviour change in consumers.*

- What does "Food as Medicine" mean to the average American, and do we need to find a term that is more impactful?
- What are the main reasons why people remain skeptical, and how can we translate the research in a way that resonates with consumers?
- What are the key considerations for changing behaviour, such as access, incentives and environment, and what are the biggest obstacles we are currently facing?
- How can we take into account the other aspects of eating (emotional, cultural, social) to best inform our methods?
- Is accountability the key to changing behaviour and building habits? What other tools can we use to encourage long-term

adoption of Food as Medicine?

**Hamed Faridi**, Executive Director, **McCormick Science Institute**  
**Bridget Wojciak**, Director of Nutrition, **Kroger**  
**Emily Hochman**, CEO & Founder, **Wellory**  
**Kyle Dardashti**, Founder & CEO, **Heali**  
Representative from **Beyond Hunger**

### **Morning Refreshments & Networking**

### **Scaling Food as Medicine**

Presentation - **How Can We Make Food as Medicine A Profitable Portfolio in F&B?**

Presentation - **Integrating Culinary Medicine and Lifestyle Medicine into Healthcare**

- A look at Spectrum Health's Lifestyle Medicine department and the programs on offer, including Passport for Health, Lasting Change, and the Complete Health Improvement Program (CHIP)
- Explore their Family Kitchen Rx program, where families can learn to make dietary changes to combat chronic disease through classes in a teaching kitchen and video check-ins with dietitians, after a provider has referred a child to the program
- Discuss how Spectrum Health have recently expanded the program to better reach Hispanic families, and their future plans for the department

**Leanne Mauriello**, Director, Lifestyle Medicine, **Spectrum Health**

Panel Discussion with Open Q&A - **Food as Medicine as a Covered Benefit - What's the Hold Up?**

### **Lunch & Networking**

Panel Discussion with Open Q&A - **How Can We Scale Food as Medicine?**

*Whether your target market is seniors, patients with chronic conditions, health conscious consumers or your everyday American, nearly every Food as Medicine organization is facing the problem of 'scale'. Join the final discussion of the Food as Medicine Summit: Chicago to explore different perspectives on the same problem and explore how, with a little collaboration, we can begin to scale Food as Medicine on regional, national and international levels.*

- What are the key challenges in scaling Food as Medicine interventions, from patient-centric interventions to personalised approaches, in F&B and healthcare? Can personalised nutrition ever be brought to the masses?
- How would increased involvement and investment from the biggest influencers in F&B and healthcare help improve Food as Medicine's scalability? How are large corporations such as retailers and CPGs evaluating opportunities in this space and what key indicators are they waiting for before they take the leap?
- What key data points and metrics do we need to see for Food as Medicine to reach a tipping point in terms of widespread funding, acceptance and adoption?
- How can we set up mutually beneficial collaborations between key stakeholders for growth across the whole movement? What partnerships do we need to see first?
- What changes to the food and healthcare systems do we need to make in order to turn these dreams into a reality?

**Deanne Brandstetter**, VP Nutrition & Wellness, **Compass Group**  
**Ellis Singer McCue**, CEO, **Territory Foods**

**Chair's Closing Remarks**

**Close of the Food as Medicine Summit**