



May 10-11th, 2023 | Chicago, IL  
[www.foodmedicinesummit.com](http://www.foodmedicinesummit.com)

## Day 1

### Chair's Opening Remarks

#### **Keynote Panel Discussion with Open Q&A - Uniting on a Vision: Defining Food as Medicine and Determining the Goal of the Movement**

*Food as Medicine has established itself as a reputable movement and national priority, and there is no doubting the increased interest and investment in the space. It is exciting to see the energy currently focused on Food as Medicine, however, as the movement progresses, it is important to unite on a vision for all invested stakeholders to strive towards.*

- Defining and aligning a common goal for all invested stakeholders from CPGs to providers
- What are the most notable innovations or actions to come off the back of the White House Conference?
- What key obstacles still need to be overcome? How can each stakeholder play a role in addressing and overcoming these challenges?
- Demonstrating the demand for Food as Medicine, and how Food as Medicine can be sustainable and profitable for both healthcare systems and industry
- What key lessons have been learned over the past few years and how can we implement these learnings to rethink the global food system?

**Jaime Dircksen**, Vice President, Community Health & Well-Being, **Trinity Health**  
**Maycie Elchoufi**, Medical Director, **Humana**  
**Jackie Schulz**, Global Director of Nutrition, **Griffith Foods Inc**

### Morning Refreshments

### Partnerships

#### Case Study - Connecting the Dots with Public-Private Partnerships

**Merrill Friedman**, RVP, Inclusive Policy & Advocacy, **Elevance Health**

#### Case Study - Introducing Instacart Health: Delivering the Ingredients for Healthier Living

**Sarah Mastrococco**, VP & GM, **Instacart Health**

#### Panel Discussion with Open Q&A - What Does Success Look Like for Multi-Stakeholder Partnerships?

*It is clear that to meet the ambitious goals set by President Biden requires a whole of society effort, with creative partnerships and collaborative approaches at the core of the movement. Creating the culture and infrastructure for collaboration is vital, however there are of course challenges associated with navigating these new partnerships.*

- What are the current challenges preventing multi stakeholder collaborations between payers, providers, CPGs and Retail?
- How can we move from a siloed, disjointed system to a collaborative, integrated food delivery system?
- How can we foster collaboration while also protecting the privacy of stakeholders in the private sector?
- How can we ensure CPGs are included as an equal partner?
- What would a successful partnership or collaboration in this space look like?

**Allison Delaney**, Director of Health & Wellness, **Stop & Shop**

**Claire Babineaux-Fontenot**, CEO, **Feeding America**

**Amanda Blechman**, Director of Health and Scientific Affairs, **Danone North America**

### Lunch

#### Presentation - Facilitators Opening Remarks and Setting the Scene

## Facilitated Multistakeholder Discussions

In this session, you will break into small, multi stakeholder groups to work together and identify actions we need to take, both individually and collectively, to help accelerate Food as Medicine.

**Amy Yaroch**, Executive Director, **Gretchen Swanson Center for Nutrition**  
**Taylor Newman**, Director of Nutrition, **Kroger**

## Afternoon Refreshments

### Presentation - Why Media are so Important in Educating and Informing the Customer and Patient

- A deep dive into how healthcare systems can work with media to educate the patient
- Discussing the impact that media has on informing customer choice

### Presentation - Understanding and Working with Food as Medicine Regulation to Drive New Approaches

**Sara Bleich**, Director of Nutrition Security and Health Equity, **USDA**

### Closing Panel Discussion with Open Q&A - What Actions can we Take to Make Truly Meaningful, High Quality Impact and Accelerate Food as Medicine

*Summarizing the key takeaways from the facilitated discussions: what actions can healthcare systems and industry take to accelerate the Food as Medicine movement*

- What aligned actions can we collectively implement to drive transformative change?
- From a policy standpoint, how can each stakeholder lobby for the promotion of Food as Medicine? What policies could drive increased energy, funding and resources for the industry?
- How do we drive and secure reimbursement for Food as Medicine approaches, which will in turn drive innovation?
- How actions can CPGs and retailers take to accelerate Food as Medicine?
- How do we truly make this happen?

**Dondeena Bradley**, VP, Health & Wellness Strategy and Innovation, **Mars**

**Stacy Bates**, Director, Wellness Nutrition Services, **H-E-B**  
**Angela Kalousek Ebrahimi**, Senior Director, Lifestyle Medicine, **Blue Shield of California**  
**Emiliano Rial Verde**, Vice President, **Bunge Loders Croklaan Nutrition**

Close of Day 1

Day 2

Chair's Opening Remarks

Scaling

Presentation: FoodRx pilot

**Paul Goodman**, CMO, **Fresh N Lean**

**Case Study: Scaling Food as Medicine is not a One-Size Fits All Approach: Lessons learned and Key Takeaways from Pilot Schemes**

- Highlighting the pros and cons of three different scaling pilot schemes: mobile distribution home delivery services, community based organizations and national digital solutions
- Defining the key challenges of each pilot scheme
- Discussing how these hurdles were tackled to ensure the success of each pilot program

**Allison Hess**, Vice President, Health Services, **Geisinger**

**Panel Discussion with Open Q&A: What Needs to Happen to Successfully and Sustainably Scale Food as Medicine?**

- How are partnerships between CPGs and retail vital to scale Food as Medicine?
- How can stakeholders collaborate with retail to implement infrastructure to scale Food as Medicine and reach the consumer?

- How can start ups truly break into the Food as Medicine workstream to innovate and disrupt the current food system?
- Getting payers on board: how can we encourage and incentivise the reimbursement of Food as Medicine approaches and food insecurity screening on a regional and national scale?
- What role do providers play in reaching and educating patients?
- What roadblocks has your organization encountered when scaling Food as Medicine, and how can we overcome these?

**Ellis Singer McCue**, Chief Executive Officer, **Territory Foods**

**Taylor Newman**, Director of Nutrition, **Kroger**

**Faith S. Weiner**, Executive Director CSR & Philanthropy, **CVS Health**

**Lisa Coleman**, Director of Healthy Living, **Giant Food**

**Sarah Ludmer**, Senior Director Wellbeing and Regulatory, **Kellogg Company**

### Morning Refreshments

#### **Presentation: Expanding Medicaid Coverage of Food as Medicine Approaches**

#### **Presentation: Partnering to Scale Food is Medicine in Food Insecure Communities**

- What is the current landscape of diet-related illnesses – and their resulting complications –among those experiencing food insecurity?
- What are the benefits of partnerships between community-based organizations and health care organizations?
- What role can Food Is Medicine partnerships such as these play in building greater health equity – and greater equity overall – in our communities?
- What is the role of the public sector in bringing these interventions to scale nationally?

**Shideh Majidi**, Associate Director, Childhood and Adolescent Diabetes Program, **Children's National Hospital in Washington, DC**

**Susan Topping**, Sr. Director of Food, Policy & Impact, **Capital Area Food Bank**

#### **Closing Panel Discussion with Open Q&A - Reimagining the Global Food System: Developing a New Model for Food as Medicine**

*With the current unprecedented interest in the space, the movement is at an exciting inflection point with the potential to reimagine the way Food as Medicine is delivered. The commitments made have the potential to spark transformation in both the public and private sector, move from principle to practice and realize the potential of Food as Medicine.*

- What are the opportunities for industry to rethink and reframe the food and nutrition landscape?
- Using data and digital solutions to understand customer needs, personalize Food as Medicine approaches and reach customers in a meaningful way

- How can we encourage the customers of each stakeholder group to get on board with Food as Medicine?
- How can we educate, equip and empower clinicians to adopt Food as Medicine approaches, and how will this impact the wider Food as Medicine landscape?
- What change, innovation or commitments do you hope to see in the next year?

**David Despain**, Director, Nutrition Science and Communications, **Nestle Health Science**

**Seth Staton**, Head of Clinical Programs and Innovation, **Walgreens**

**Akua Woolbright**, Global Nutrition Program Director, **Whole Foods Market**

**Geeta Maker-Clark**, Director, Integrative Nutrition and Advocacy, **NorthShore University HealthSystem**

Close of Day 2