



May 10-11th, 2023 | Chicago, IL
www.foodmedicinesummit.com

Day 1

9:00 AM Chair's Opening Remarks

Emily Hochman, CEO & Co-Founder, [Wellory Health](#)

9:05 AM Remarks on White House Challenge to End Hunger and Build Healthy Communities

Will McIntee, Senior Advisor for Public Engagement, [The White House](#)

9:15 AM Case Study: Introducing WeTheTrillions Health: Reengineering Preventative Healthcare through Medically-Tailored Meals and Medical Nutrition Therapies

Lamiaa Bounahmidi, Founder and CEO, [WeTheTrillions Health](#)



WeTheTrillions.

9:40 AM 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?

Moderated by: Lamiaa Bounahmidi, Founder and CEO, **WeTheTrillions Health**

Jaime Dirksen, Vice President, Community Health & Well-Being, **Trinity Health**

Maycie Elchoufi, Medical Director, **Humana**

Jackie Schulz, Global Director of Nutrition, **Griffith Foods Inc**

Christina Khoo, Director, Emerging Science, Nutrition and Reg Affairs, **Ocean Spray Cranberries**

Devon Klatell, Vice President, Food Initiative, USA, **The Rockefeller Foundation**

10:25 AM Morning Refreshments

Partnerships

11:00 AM Presentation: Creating a Sustainable, Reimbursable Food as Medicine Program

- Scaling a reimbursable food as medicine program within a health care system
- Expanding existing reimbursement structures to accommodate food as medicine programs
- Consider food as medicine formulary payments in line with generic medications

Dexter Shurney, Chief Health Equity, Diversity and Inclusion Officer, **Adventist Health**; President, **Blue Zones Wellbeing Institute**

George "G.B." Pratt, Founder & CEO, **ModifyHealth LLC**

11:25 AM Presentation: How Medically Tailored Food Technology Will Change Healthcare

Technology supporting personalized medical diets and medically tailored foods has opened a new frontier in disease prevention. Healthcare, food retailers & CPG companies can incorporate food as medicine principles into their work with clients, shoppers, consumers and embrace the benefits digital technology can offer at scale.

- Emerging research on medically tailored meals, medically tailored groceries, and produce prescriptions shows positive outcomes.
- Digital technology can further scale and tailor these interventions ensuring a cultural fit into the lifestyle and shopping habits of the modern consumer.
- Multifactorial dietary & lifestyle needs now align with nutrition standards of care that can drive greater food variety options, enhance dietary adherence and improve quality of life.
- Technology will make it easy for individuals to seamlessly integrate personal health, meal planning, purchase incentives and shopping.

Judy Seybold, Chief Nutrition Officer, **Sifter SP, Inc.**



11:50 AM Case Study - Introducing Instacart Health: Delivering the Ingredients for Healthier Living

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

12:15 AM 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?

Moderated by: Holly Freishtat, Senior Director of Feeding Change, **Milken Institute**

Tony Freytag, Executive Vice President, **Crunch Pak**

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

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

James Gillespie, Chief Health Officer, **Umoja Food For Health**



1:00 PM Lunch

2:00 PM Presentation: Laying the Groundwork to Scale Food as Medicine: The Role of Technology from Farm to Fork

Going from pilots to scale means delivering not only on engagement and experience but also doing so efficiently and economically, and while demonstrating outcomes and impact.

Learn how organizations are partnering to deliver a full stack end to end food as medicine solution using technology and data to provide an unparalleled personalized experience every mile of the journey and with the ability to rapidly quantify impact in real time.

Outcomes from a deployment providing a nutrition intervention that reached 10,000 individuals with dual risk of income insecurity and chronic disease will demonstrate the magnitude of impact and ROI possible when using a platform solution to administer food as medicine.

Nate Bernstein, Executive Vice President, Managed Care Partnerships & Business Development, **Tangelo**

Leanne Mauriello, Head of Partnerships, **Diet ID**



2:25 PM Facilitated Multi Stakeholder Discussions: What aligned actions can we collectively implement to drive transformative change?

In this session, the audience will be divided into small, multi stakeholder groups. Each group will work together with a facilitator and identify actions we need to take, both individually and collectively, to help accelerate Food as Medicine.

Each group will work through the questions below before reporting back. Each question should be answered with a community, system and policy standpoint in mind:

- From your perspective, what are the biggest opportunities for Food as Medicine?
- What are the biggest obstacles for Food as Medicine?
- What's on the horizon for the Food as Medicine movement? What do you have planned?
- What sectors or companies are you partnering with, and who would you like to partner with?

Amy Yaroach, Executive Director, **Gretchen Swanson Center for Nutrition**

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

Angela Kalousek Ebrahimi, Senior Director, Lifestyle Medicine, **Blue Shield of California**

Emily Hochman, CEO & Co-Founder, **Wellory Health**

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

Scott Bowman, Co-founder and Co-chair, **The NOURISH Movement**

3:15 PM Afternoon Refreshments

4:00 PM Presentation - Streamlining the last mile in Food as Medicine Programs

- Utilizing restricted spend technology to accelerate growth
- Eliminating administrative burden so sponsors can more effectively serve members
- Leveraging the access and scale of the nation's leading grocery retailers, allowing program funds to go further
- Putting choice and convenience back in the hands of program participants

Ken Erickson, CEO & Founder, **ModifyHealth LLC IQPay**



4:25 PM Case Study - Connecting the Dots with Public-Private Partnerships

Merrill Friedman, RVP, Inclusive Policy & Advocacy, **Elevance Health**
Lance Chrisman, President, **Elevance Health**

4:50 PM Presentation - Understanding and Working with Food as Medicine Regulation to Drive New Approaches

Alberto Gonzalez, Senior Advisor for External Engagement, **USDA**

5:15 PM 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**
Jonathan Smiga, CEO, **Advanced Micronutrition, LLC.**



6:00 PM Chair's Closing Remarks

Emily Hochman, CEO & Co-Founder, **Wellory Health**

6:10 PM Drinks Reception Hosted by We The Trillions



WeTheTrillions.

Close of Day 1

Day2

9:00 AM Chair's Opening Remarks

Emily Hochman, CEO & Co-Founder, **Wellory Health**

Scaling

9:10 AM Case Study: Scaling Food as Medicine is not a One-Size Fits All Approach: Lessons learned and Key Takeaways from Pilot Programs

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

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

9:35 AM 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?

Moderated by: Lamiaa Bounahmidi, Founder and CEO, **WeTheTrillions Health**
Pooja Vyas, Director of Medical Nutrition Therapies and Clinical Partnerships, **WTT**
Ellis Singer McCue, Chief Executive Officer, **Territory Foods**
Faith S. Weiner, Executive Director CSR & Philanthropy, **CVS Health**
Leslie Jefferson, Community Health Program Manager, **Giant Food**
Sarah Ludmer, Senior Director Wellbeing and Regulatory, **Kellogg Company**
Taylor Newman, Director of Nutrition, **Kroger**



WeTheTrillions.

10:35 AM Morning Refreshments

11:20 AM Presentation: Revolutionizing Reimbursement: The Power of Technology and Food as Medicine Community Partnerships

The presentation, Revolutionizing Reimbursement: The Power of Technology and Food as Medicine Community Partnerships, features a panel discussion with a community leader who utilized technology to combat food insecurity. The discussion will highlight the inequities and health disparities present in communities and how technology can empower community-based organizations to provide and get reimbursed for food as medicine interventions. The session will focus on creating a level playing field for communities to access these essential services.

- Understand the critical need for a scalable solution, rather than a one-off or a pilot for establishing a community infrastructure to advance food security nationally
- Feel empowered to initiate conversations in your own communities about building a connected community that levels the playing field for community-based organizations for adequate reimbursement
- Innovate solutions that will challenge the systemic causes of poverty and health inequities by strengthening community voices and experiences with technology to achieve tangible funding and policy victories at local, state, and federal levels

Georgina Dukes-Harris, Senior Director of Social Care Advocacy, **Unite Us**
Eric Watts, Assistant Director of Civilian Employment, **Veteran Service of the Carolinas**



UNITE US

11:45 AM 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**

12:10 PM Presentation: Reducing the Burden of Diet-Related Related Chronic Disease and Advancing Health Equity: FDA’s Nutrition Initiatives and Food as Medicine

- Highlight FDA’s activities to reduce diet-related chronic disease, advance health equity, accelerate efforts to create a healthier food supply, and improve health outcomes in the U.S.
- Discuss specific initiatives that empower consumers to make and have access to healthy choices, including updated “healthy” nutrient content claim definition, “healthy” symbol, use of dietary guidance statements, front-of-package labeling system, food reformulation, and consumer education.
- Discuss FDA’s role in supporting Food as Medicine: identifying opportunities and synergies.

Robin McKinnon, Senior Advisor for Nutrition Policy, **U.S Food and Drug Administration (FDA)**

12:35 PM 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?

Moderated by: **Nadja Pinnavaia**, CEO, **Plantable**

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

Scott Bowman, Co-founder and Co-chair, **The NOURISH Movement**

Robert E. Graham, Doctor, Medical Director and Chef, **FRESH Medicine**

Emily Hoffman, Personalized Nutrition Lead, **Nestlé USA**

1:20 PM Chair's Closing Remarks

Emily Hochman, CEO & Co-Founder, **Wellory Health**

Close of Day 2