



May 2024 | Chicago, IL
www.foodmedicinesummit.com

May 21st, 2024 | Day 1

8:00 AM Breakfast, Registration and Networking

Fuel up, connect, and make valuable connections during this networking session – the perfect way to kick off a day of learning and collaboration.

9:00 AM Chair's Opening Remarks & Keynote Presentation: What's Next in Consumer Health Trends

- Rapidly shifting topics: from functional food and food as medicine to the emerging implications of technology-driven personalized nutrition
- Impact of weight-loss drugs on overall food consumption now and in the future
- Shifting dietary behaviors, such as the consumer trend for protein in new forms across the store
- Changing consumer demands: from health equity to new requirements around longevity

Sherry Frey, Vice President, Total Wellness, [NielsenIQ](#)

9:30 AM Keynote Panel with Open Q&A: Framing Food as Medicine: A Storytelling Perspective

- What is the current landscape of the Food as Medicine Space; what progress have we made so far?
- Looking ahead, how do you envision the narrative evolving regarding food as medicine? What do you hope to see moving forward?
- How can we effectively highlight the potential of Food as Medicine? What steps are needed to bridge the gap between promise and perception?

Moderated by: Danielle Nierenberg, President, **Food Tank**

Stacey Krawczyk, MS, RD, Director of Nutrition & Wellness, **American Diabetes Association**

Pamela Schwartz, MPH, Executive Director, Community Health, Office of Community Health, **Kaiser Foundation Health Plan and Hospitals**

Tambra Raye Stevenson, Founder and CEO, **WANDA**

Melanie Hall, MS, RD, Director, Wellbeing and Regulatory, **Kellanova**

John R. Lumpkin, MD, MPH, President, **Blue Cross and Blue Shield of North Carolina Foundation**, Vice President, Drivers of Health Strategy, **Blue Cross and Blue Shield of North Carolina**

Kofi Essel, MD, MPH, FAAP, Food as Medicine Program Director, **Elevance Health**

10:30 AM Morning Refreshments & Expo Tour

Energize your morning and foster valuable connections at the morning refreshment break. This is your chance to kick off the conference by building new relationships and sharing ideas in a welcoming atmosphere. Take a look around our expo booths to trial and demo their offerings.

11:15 AM Presentation: Food as Medicine in Action: Hippocrates Goes High Tech

- Digital tools can precisely identify foods that align with multiple and complex diet-related chronic conditions
- This technology allows for scalable, customizable, and person-centered Food as Medicine interventions and programs
- Real-world examples of how this technology is being used to modernize the delivery of Food as Medicine

Jessica Tea, MBA, RDN, Senior Nutrition Specialist, **Sifter Solutions**

11:40 AM Fireside Chat: Maximizing the Opportunity for Food as Health

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

Steven Jennings, Stakeholder Relations & Brand Lead, Health & Sustainability, **Ahold Delhaize USA**

Susan Bratton, CEO & Founder, **Savor Health**

12:10 PM Panel Discussion with Open Q&A: Demonstrating the Value of Food as Medicine for Healthcare and the Food Industry

- What is the value of elevating Food as Medicine approaches in healthcare and retail?
- How can Food as Medicine approaches improve health outcomes for patients and consumers?
- What is stopping the food industry from fully buying into this movement, and how do we overcome this?
- What is it going to take to have buy-in from all relevant stakeholders to the Food as Medicine movement?

Shelley Turk, Divisional Senior Vice President, Illinois Health Care Delivery, **Blue Cross and Blue Shield of Illinois**

Adam M. Ameele, PsyD, DipACLM, Director of Behavioral Health and Lifestyle Medicine, **North Star Health**

Mark Walker, Chairman and CEO, **Performance Kitchen**

Jeff Zachwieja, PhD, Senior Director Global R&D Nutrition Sciences, **PepsiCo**

Grace Noboa-Hidalgo, MA, Director - Product Innovation, **Walgreens Health**

12:55 PM Lunch & Networking

Recharge and connect during the lunchtime networking break. Enjoy a satisfying meal while engaging in enriching conversations with your peers. Use this opportunity to nourish both your body and network in a relaxed and inclusive setting.

2:00 PM Panel Discussion with Open Q&A: From Pantry to Prescription: Connecting Food and Health in an Applicable and Meaningful Way

- How can we create a cohesive and connected experience for customers and patients?
- How can we bring healthy food to patients and consumers at scale?
- How can we bring in and nudge other stakeholders (such as CPGs, health plans, CBOs etc) to engage with the Food as Medicine movement?
- What is the risk of not acting, not only in terms of investment but also health outcomes?

Sarah Elizabeth Morrow, Program Director, Clinical-Community Programs, **UPMC Health Plan**

2:00 PM Interactive Discussion: The Changing Landscape of Food as Medicine Pilots - Where we are and Where we are Going

This interactive discussion will dive into:

- What evidence is needed to demonstrate the value of these programs and get these pilots off the ground?
- How can you navigate finding the right partner to push towards your goals?
- What infrastructure and partnerships are required to implement and scale Food as Medicine pilot programs?
- What is the future for pilot programs, and how can we push forward to scale these?

Moderated by: Jonathan Smiga, Managing Partner, **KEEN Growth**

Brad Moore, MD, MPH, FACP, Dip.ABLM, Associate Professor of Medicine and of Health Policy, **The George Washington University**, Director Lifestyle Medicine Program, **The GW Medical Faculty Associates**

Allison Delaney, MS, RD, LDN, Director of Healthy Living, **Stop & Shop**

Julia Koprak, Director of Incentives, Healthcare and Policy, **The Food Trust**

Suzanne Lewis, MS, RDN, CDCES, Clinical Dietitian Specialist & Nutrition Security Patient Pillar, **Intermountain Health**

Bradd Williams, Chief Development Officer, **Homestyle Direct**

Capital

Shaune Lancit, Director, Community Engagement, **WellCare of North Carolina**

Lori Taylor, Drivers of Health Program Lead, **Blue Cross Blue Shield of North Carolina**

Jessica Rigler, Staff VP, Population Health and Innovation, **Blue Cross Blue Shield of Arizona**

Rhodes Amaker, CEO, **Sylvan Health**

2:45 PM Interactive Discussion: Making Healthy Choices Easy for Patients and Consumers

This interactive discussion will dive into:

- How can we increase access and affordability to healthy foods? What partnerships are required to increase resources and reach underserved populations?
- How can we guide consumers to make healthy choices? What education is required to change the behavior of consumers?
- What resonates with consumers? How can we increase our understanding of their needs to ensure we are meeting them where they are in their health journey?
- How can we leverage RDNs to build trust and loyalty in our community?

Nancy Dalton, SHRM-SCP, Head of Marketing and Community Partnerships, **Amazon Consumables**

Kerry Hackworth, MS, RD, LDN, Director, Nutrition Affairs, **National Dairy Council**

Jill Davis, MSN, RN CCM, Director, Disease and Case Management, and Clinical Education, **HealthPartners**

Scarlet Soriano, MD, ABOIM, Executive Director, Duke Health and Well-Being,

2:45 PM Interactive Discussion: Unlocking Funding and Expanding Coverage for Food as Medicine Programs

This interactive discussion will dive into:

- What is the current landscape for funding and reimbursement for Food as Medicine initiatives?
- What are the different funding options and pathways for Food as Medicine approaches?
- What are the pros and cons for each of these options?
- What evidence is needed to secure funding for these approaches?

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

Erica David-Park, MD, MBA, Market Chief Medical Officer, Community Health Choices, **AmeriHealth Caritas**

Duke University Health System
Krista Yoder, COO, **Eat Ahara**
Linda Novick O'Keefe, CEO, **Common Threads**

3:35 PM Afternoon Refreshments

Recharge your energy and make meaningful connections during this refreshment break. Grab a refreshment and engage in valuable conversations with fellow attendees. This is the perfect opportunity to foster new relationships and exchange ideas.

4:15 PM Presentation: To be Announced

Ken Neumann, Founder and CEO, **Youtopia**

4:40 PM Presentation: To be Announced

Season Health

4:55 PM Closing Panel Discussion with Open Q&A: The Power of Partnerships in the Food as Medicine Movement

- What would an ideal partner look like to you? What kind of information or evidence are you looking for from your partners?
- Speaking the language of your partners: how can you understand and work with the constraints of your partner to ensure you are working with each other rather than against each other?
- What partnerships are key to expanding access and affordability to healthy foods for all populations?
- Fostering collaboration will be key to scaling Food as Medicine approaches. How can we create more integration between all players of the ecosystem?

Moderated by: Martin Tull, Senior Deputy Director, Strategy, Innovation and Development, **ACLM**
Shreela Sharma, PhD, RD, LD, Director, Center for Health Equity, **The University of Texas Health Science Center at Houston, School of Public Health**
Austin Price, Director, Stakeholder Engagement and Impact, Social Determinants of Health, **Highmark Health**
Leslie Jefferson, MS, CNS, LDN, MBA, CISM, Community Health Program Manager, **Giant Food**
Elise August, MPH, Manager of Health Systems Innovation, **Feeding America**

5:40 PM Chair's Closing Remarks

Sherry Frey, Vice President, Total Wellness, [NielsenIQ](#)

5:30 PM Drinks Reception

A 1.5 hr networking drinks reception, kindly hosted by NielsenIQ.



Close of Day 1

May 22nd, 2024 | Day 2

8:00 AM Breakfast and Networking

Fuel up, connect, and make valuable connections during this networking session – the perfect way to kick off a day of learning and collaboration

9:00 AM Chair's Opening Remarks

Sherry Frey, Vice President, Total Wellness, [NielsenIQ](#)

9:10 AM Fireside Chat with Open Q&A: Power Packed Partners: Community-based Organizations in Healthy Food Rx Programs

Moderated by: Valerie Stewart, MBA, Director, Capacity Building and Leadership for Healthy Communities, [Blue Cross NC Foundation](#)

Donyel Barber, Director of Equity Initiatives, [Kintegra Health & Highland Neighborhood Association/RAMS Kitchen](#)

Henry Crews, Founder, [Green Rural Redevelopment Organization](#)

9:40 AM Panel Discussion with Open Q&A: Working with Policy Makers to Drive Change and Advance the Movement

- How is each stakeholder working with policy makers?
- What policies are available and how can each stakeholder take advantage of them to advance their Food as Medicine efforts?
- What policies are still needed to drive the movement? What policies are required to ensure the movement is sustainable long-term?
- How can we continue to inspire change, policies and investment in Food as Medicine approaches?

Sandra MacMartin, Public Affairs Specialist, **United States Department of Agriculture, Food and Nutrition Service**

Megan Bowman, MS, RD, National Nutrition Food Security Program Coordinator, **VHA Food Security Program Office**

Michael Cabonagri, Regional Director, Great Lakes Region – Region V, **U.S. Department of Health and Human Services**

10:10 AM Morning Refreshments

11:00 AM Presentation: Using Culture to Inform Nutrition Programming

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

11:25 AM Lightning Talk: Nourishing the Food as Medicine Movement: The Role of Health Professionals as Change Agents

Stephen Devries, MD, Preventive Cardiologist, Executive Director, **Gaples Institute Nutrition and Lifestyle Education**; Adjunct Associate Professor of Nutrition; **Harvard T.H. Chan School of Public Health**

11:40 AM Panel Discussion with Open Q&A: Transforming the System to Scale Food as Medicine Approaches

- How can we create Food as Medicine programs at scale, suitable for all populations?
- What do we still need to do to scale sustainable Food as Medicine programs? What gaps do we have?
- What partnerships can we lean into the scale Food as Medicine and increase access to healthy food?
- Defining clear standards, processes and outcomes measures will be key in improving interoperability and therefore scaling Food as Medicine. What needs to be done and how do we get there?
- What do you hope the Food as Medicine movement will look like in five years, and what will it take to get there?

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

Wesley McWhorter, DrPH, MS, RDN, LD, CSCS, Vice President, Lifestyle Medicine, **Suvida Healthcare**

AK Kritt, RD LDN, Community Nutrition Coordinator, **Endeavor Health**

Gideon Adams, VP – Community Health & Engagement, **Food Bank of Central & Eastern North Carolina**

Randi Shubin Dresner, President and CEO, **Island Harvest Food Bank**

12:25 PM Chair's Closing Remarks

Sherry Frey, Vice President, Total Wellness, **NielsenIQ**

Close of Day 2