



FOOD AS MEDICINE

November 17-18th, 2021 | Online | PST Timezone

Day 1: Wednesday, November 17th, 2021

8:00am PST **Conference Platform Opens**

The conference platform opens before the agenda starts, giving you time to plug the presentations, panels and discussions into your agenda for the rest of the day. This also gives you plenty of time to get familiar with the platform.

9:00am PST **Chair's Opening Remarks & Setting the Scene**

Kyle Dardashti, Co-Founder and CEO, **Heali**

9:10am PST Keynote Presentation: **Striving for Food and Nutrition Security Across the Lifespan**

- An overview of the CDC's work with national groups, states and communities to Make Healthy Eating Easier. This discussion will include an overview of DNPAO programs including Racial and Ethnic Approaches to Community Health (REACH), State Physical Activity and Nutrition (SPAN), and High Obesity Program (HOP), along with key strategies such as improving nutrition in Early Childcare and Educational (ECE).

Ruth Petersen, MD, MPH, Director, Division of Nutrition, Physical Activity and Obesity, **CDC**

9:35am PST Wellness Break

9:40am PST Keynote Panel Discussion - **What are the Main Barriers to Success for Food as Medicine?**

Despite being a vastly diverse movement with a huge number of stakeholders invested in its success, there are several core challenges that bind us all. Join leading figures from across this field to assess this ever changing landscape, dig deep into the biggest limiting factors to Food as Medicine success, and lay the foundations for an evidence-backed, jam-packed two days of discussions.

- Are we any closer to defining what Food as Medicine really means, and what are the main barriers to success?
- What major advancements have defined the sectors of Food as Medicine and what steps do we need to make next?
- Which populations and interventions should we be focusing our efforts on?
- How can we work together to enable more seamless integration along the prevention treatment continuum within a food ecosystem and a healthcare ecosystem?
- What important progress has been made that we can point to over the past 6-12 months and what are we hoping to achieve in the next 6-12 months?

Ruth Petersen, MD, MPH, Director, Division of Nutrition, Physical Activity and Obesity, **CDC**

Hilary Seligman MD, Professor of Medicine and of Epidemiology and Biostatistics | Senior Medical Advisor, **UCSF | Feeding America**

Cathryn Couch, CEO, **Ceres Community Project**

10:30am PST **Morning Extended Break**

11:00am PST Deep-Dive - **Medically-Tailored Meals and Food Insecurity: Reviewing the Evidence, Studies and Interventions**

Kartika Palar, Assistant Professor, Division of HIV, Infectious Disease and Global Medicine, **UCSF**

Sheri Weiser, Professor of Medicine, **UCSF**

11:35am PST Wellness Break

11:40am PST Presentation - **Revolutionizing Clinical Nutrition: The World's First Organic, Whole Food Plant-Based Feeding Tube**

John Bagnulo, Director of Nutrition, **Functional Formularies**

12:05pm PST Wellness Break

12:10pm PST Panel Discussion with Open Q&A - **Who's Going to Pay for Food as Medicine?**

Many say that money makes the world go round and unfortunately Food as Medicine is no exception. With research funding and reimbursement hugely holding back the breadth of research, regulation and policy advancements, accessibility and affordability of interventions and the progress of the movement as a whole, join this multi stakeholder panel of experts to answer the crucial question: who is going to pay for Food as Medicine?

- Who should pay for Food as Medicine studies?
- How can we prove the value of Food as Medicine - what outcomes should we be measuring in clinical trials and studies in order to quantify the success of Food as Medicine?
- How can we begin to get Food as Medicine interventions reimbursed on a regional and national scale?
- How can policy change in Medicaid and Medicare drive change for low-income people where it is needed most?
- How can we make Food as Medicine a long term intervention?

John Bulger, Chief Medical Officer Insurance Operations and Strategic Partnerships, **Geisinger**

Wendy Schiffer, Senior Director of Strategic Planning, **L.A. Care Health Plan**

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

Elizabeth Kwo, Deputy Chief Clinical Officer, **Anthem**

Ajay Gopal, Chief Strategy Officer, **Sunbasket**

Moderated by: **Sarah Downer**, Associate Director of Whole Person Care, **Center for Health Law & Policy Innovation of Harvard Law School**

1:00pm PST **Lunch**

2:00pm PST Presentation - **Using AI and Peptidomics to Discover the Power in Bioactive Peptides**

Nora Khaldi, Founder and CEO, **Nuritas**

2:25pm PST Wellness Break

2:30pm PST Presentation - **No Longer a Secret – Food is a Medicine**

- There is no universal healthy food. Discussion will touch on why fad diets work for some and not others or work for a while and stop working afterwards.
- • Explore the clinical evidence of improvement in signs or symptoms of IBS, Depression, Anxiety and type 2 Diabetes by simply using food as a medicine.
- • Discuss how progress is being made away from conflicting food advice and wondering if it's really helping you at the code and not just symptoms and that's why you should measure your biological age, immune health, Cellular Health, Mitochondrial Health and Gut Health etc

Momchilo (Momo) Vuyisich, Chief Science Officer, **Viome, Inc**

2:55pm PST Wellness Break

3:00pm PST **Leveraging RDNs in the Food Retail Environment to Improve Public Health**

Allison Yoder MA, RDN, LD, Nutrition in Food Retail Program Development Fellow, **Academy of Nutrition and Dietetics Foundation**

3:25pm PST Extended Wellness Break

Start-Up Showcase

4:00pm PST Presentation - **Rethinking our Approach to Nutrition**

- A look at how vitamins have revolutionized the way we think about food
- Discussion will touch on reductionism vs. holism in health & nutritional science
- Explore an overview of GEM – the evolution of the supplement aisle today

Sara Cullen, Founder and CEO, **GEM**

4:20pm PST Wellness Break

4:25pm PST Presentation - **Using Technology to Drive Personalized Nutrition**

Kyle Dardashti, Co-Founder and CEO, **Heali**

4:45pm PST Wellness Break

4:50pm PST Panel Discussion - **Perspectives on Food as Medicine**

- How does your organization define Food as Medicine and how do you see your organization's work fitting into the wider Food as Medicine movement?
- Is the time right for Food as Medicine? How have you seen consumer demands change over the last few years?
- Where do the main opportunities and responsibilities in Food as Medicine lie within your respective companies? Why should organizations start to take notice of Food as Medicine and how can the involvement of different stakeholders help to accelerate progress in Food as Medicine?
- What are the key challenges facing organizations such as your own and how can we begin to overcome these?
- What is the benefit of multi-stakeholder conversation and how can partnerships and collaboration begin to shape this space?

Antonio Tataranni, Chief Medical Officer, **PepsiCo**

Holly Jacobus, Investment Partner, **Ataraxia VC**

Moderated by: **Kyle Dardashti**, Co-Founder and CEO, **Heali**

Close of Day 1

Day 2: Thursday, November 18th, 2021

8:00am PST **Conference Platform Opens**

The conference platform opens before the agenda starts, giving you time to plug the presentations, panels and discussions into your agenda for the rest of the day.

9:00am PST **Chair's Opening Remarks**

Kyle Dardashti, Co-Founder and CEO, **Heali**

9:05am PST Panel Discussion - **Consumer Education and Behavior Change: The Biggest Challenges in Food as Medicine?**

Educating consumers and catalyzing long-term behavior change and adoption of Food as Medicine practices are instrumental to the success of the movement, and arguably the biggest challenges in Food as Medicine. Join the experts to deep-dive into the research and rationale behind instrumenting behavior change, how to effectively communicate with the average consumer, and how to overcome the main pinch points that will inhibit the adoption of Food as Medicine practices.

- How can we get consumers to understand Food as Medicine and empower them with knowledge about nutrition and health, whilst still 'meeting the consumer where they are'?
- How do you incentivise behavior change in different demographic populations, particularly in populations where access and use of Food as Medicine may be more challenging?
- How do we advise/encourage consumers to set small, achievable, flexible health goals to increase adherence, and how do we keep them engaged?

- What success measures are being used to measure positive changes in behavior?
- After equipping patients and consumers with the 'what' and the 'why' behind the behavior changes needed to improve their health, 'how' can these changes be readily accomplished given the realities of daily life, and how can each stakeholder assist with this?

Lindsay Hanson, Head of Behavioral Insurance, Global Strategy and Delivery, **Manulife and John Hancock Insurance**

Linda Shiue, Physician & Director of Culinary Medicine, **Kaiser Permanente**

Lindsey Kane, Director of Nutrition, **Sunbasket**

Nicholas Krivoruchko, VP, Business Development & Strategic Partnerships, **KEEN Growth Capital**

Moderated by: **Kyle Dardashti**, Co-Founder and CEO, **Heali**

10:00am PST **Morning Extended Break**

Developing the Food as Medicine Movement

10:30am PST Presentation - **Leading Solutions for Increasing Food as Medicine**

- Discussion will focus on the usefulness of Teaching Kitchens - not only as 'learning labs' where individuals, families and communities can learn how to make practical changes to diet, cooking, movement, behavior and more; but also as 'research hubs', delivering evidence to support both the public health and financial cases in support of Food as Medicine
- Explore the Food is Medicine Map, a brief overview of its four constituent partners, and the goals of this Map to advance the collective work and research of the global Food as Medicine Community
- A look at the Teaching Kitchen Collaborative's planned multi-site research trial examining the outcomes associated with teaching kitchen curriculum implementation, including measuring self-care behaviors, biomarkers and clinical outcomes, and costs

David Eisenberg, Director of Culinary Nutrition & Adjunct Associate Professor of Nutrition/ Founding Executive Director, **Harvard T. H. Chan School of Public Health/ Teaching Kitchen Collaborative**

11:00am PST Wellness Break

11:05am PST Roundtable with Open Q&A - **Information Sharing, Education and Collaboration: How Can We Drive The Success of Food as Medicine?**

- What role do Teaching Kitchens, Produce Rx, Fresh Food Farmacies and Medically Tailored Meals play in the success of Food as Medicine?
- How could the development of a comprehensive Food is Medicine map positively impact patients on a national level, and what are the expected and unexpected consequences of developing this map?
- How could this map help us to work collaboratively across multiple stakeholder groups, and what can we expect to achieve through collaboration that we would be unable to achieve alone?

Christine Hamann, Director, **The Teaching Kitchen Collaborative**

Benjamin Perkins, CEO, **Wholesome Wave**

Cathryn Couch, Chief Executive Officer, **Ceres Community Project**

Alison Hess, VP, Health Innovation, **Geisinger**

Courtney Parks, Senior Research Scientist, **Gretchen Swanson Center for Nutrition**

Moderated by: **David Eisenberg**, Director of Culinary Nutrition & Adjunct Associate Professor of Nutrition/ Founding Executive Director, **Harvard T. H. Chan School of Public Health/ Teaching Kitchen Collaborative**

11:50am PST Wellness Break

11:55am PST Presentation - **Food As Medicine - Science, Sociology, and Strategic Partnerships**

For Food as Medicine to be widely adopted at scale, the industry will need to invest in validation of evidence, identification of the unique non-clinical variables which impact adoption and adherence as well as closely aligned partnerships across industries such as healthcare, technology, agriculture, CPG and more.

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

12:30pm PST Wellness Break

12:35pm PST Presentation - **Mapping the World's Most Impactful Bioactives**

Jim Flatt, Co-Founder & CEO, **Brightseed**

1:00pm PST Wellness Break

1:05pm PST Panel Discussion with Open Q&A - **How Can We Get Food as Medicine to the Masses?**

The Food as Medicine movement is huge, with a vast span of stakeholders reaching across F&B, healthcare and more. This panel will examine the key groups of influencers across the whole 'food chain', the necessity and benefit of more cross-movement multi stakeholder collaboration, and how we can utilize this knowledge to catalyse change.

- What are the key considerations for getting Food as Medicine to the masses?
- How can we develop an ecosystem in Food as Medicine to improve the healthcare and F&B industries, and adoption of Food as Medicine practices across the country?
- How can we get nutrition information to reach more diverse audiences?
- What benefit would increased multi stakeholder collaboration have on the movement, and what are the main considerations when executing collaborations?
- What are the next steps for Food as Medicine and what exciting developments are on the horizon?

David Waters, CEO, **Community Servings**

Dexter Shurney, Senior Vice President and Chief Medical Officer of Community Well-Being and the Blue Zones Institute, **Adventist Health**

Sharon Donovan PHD RD, Professor and Melissa M. Noel Endowed Chair in Nutrition and Health/ Director, Personalized Nutrition Initiative, **University of Illinois**

Nora Khaldi, Founder and CEO, **Nuritas**

Robert T Jones, Founder and CEO, **Roots Food Group**

Ashley Tyrner, Founder & CEO, **Farmbox Direct and FarmboxRx**

Moderated by: **Kyle Dardashti**, Co-Founder and CEO, **Heali**

Close of the Food as Medicine Summit: Bay Area

