

4th Annual Robard Corporation Funded
Continuing Education Conference
Westin Hotel • Philadelphia, PA

July 19-21
2012



The Science and Business of Weight Management for the New or Experienced Practitioner

Supported by an
educational grant from

ROBARD
CORPORATION

Sponsored by Dannemiller



DANNEMILLER
Simply the Finest in Continuing Medical Education™

**Seating is Limited
Register Today**

Course Schedule At-A-Glance

THURSDAY July 19, 2012

7:30-8:00 am	Pre-Conference Registration and Continental Breakfast
8:00-2:05 pm	Pre-Conference Presentations
2:45-5:30 pm	Robard Corporation Tour (Roundtrip transportation from the Westin)
6:30-9:00 pm	Evening Welcome Reception

FRIDAY July 20, 2012—CME/CEU Conference

7:00-8:00 am	Registration and Continental Breakfast
8:00-4:35 pm	Presentations

SATURDAY July 21, 2012—CME/CEU Conference

7:00-7:30 am	Registration and Continental Breakfast
7:30-12:30 pm	Presentations

Note: This program is subject to change.

FUNDING AND SPONSORSHIP

Dannemiller acknowledges an unrestricted educational grant from Robard Corporation in support of this CME activity.

ABOUT THE FUNDER

For more than 30 years, Robard Corporation has dedicated itself to delivering comprehensive weight management programs, services and superior nutrition products so weight loss professionals can help obese and overweight individuals reduce their weight and as a result, better manage their co-morbidities. In addition, Robard helps providers—such as physicians, surgeons, registered dietitians, weight loss counselors, and business owners—maximize weight loss treatment through extensive educational activities that help boost program operations, enrollment, revenues, retention and reactivation.

WHO SHOULD ATTEND?

Medical and non-medical professionals who are currently responsible for the care and management of obese and overweight individuals or who are exploring opportunities within the weight loss field, such as opening a weight loss center, adding weight loss as a new service, and those who want to transition their weight loss program from part-time to full-time.

Including, but not limited to:

- Physicians
- Physician Assistants
- Surgeons
- Nurses
- Nurse Practitioners
- Dietitians
- Behaviorists
- Exercise Physiologists
- Educators
- Office Managers
- Staff Trainers
- Marketing Professionals

About Our Speakers

Visit www.WeightConference.com for full biographies.

COURSE DIRECTOR

John Hernried, MD, FACP

Dr. John Hernried is the CEO/Medical Director for The Hernried Center for Medical Weight Loss and is Board-certified in Internal Medicine. He is a member of The Obesity Society and American Society for Metabolic and Bariatric Surgery, and Fellow of the American College of Physicians. He is also the Medical Director for The Sutter Weight Management Institute.



Becky Anderson, MS, EP

Owner, Program Director and Exercise Physiologist
Physician's Choice Wellness Weight Management

John W. Baker, MD, FACS

Medical Director, Baptist Medical Center's Baptist Health
Weight Loss Center and Co-Director of its Bariatric
Surgery Program

Susan Keane Baker, MHA

Author, Managing Patient Expectations

Christopher Case, MD

Endocrinologist, Jefferson City Medical Group

John P. Foreyt, PhD

Professor, Baylor College of Medicine
Director, Behavioral Medicine Research Center, Baylor

Wendy Gillett

Owner, Caliluna Consulting
Columnist, Owner and Managing Director of
www.ExtraordinaryCustomerService.com

Michelle Haendiges, MD

Gynaecologist and Owner of Haendiges & Associates, PC

John M. Jakicic, PhD

Chair/Professor, Department of Health and Physical Activity
Director, Physical Activity and Weight Management
Research Center, University of Pittsburgh

Peter Jones, MD, FACP

Medical Director, The Methodist Hospital
Associate Professor of Medicine and Co-Director of
the Lipid Metabolism and Atherosclerosis Clinic, Baylor
College of Medicine

Molly Kellogg, RD, LCSW

Author, Counseling Tips for Nutrition Therapists
Member, Motivational Interviewing Network of Trainers

Robert F. Kushner, MD, MS

Professor, Northwestern University
Clinical Director, Northwestern Comprehensive
Center on Obesity

Michele Miller

Partner, Wizard of Ads® Marketing Firm
Author and International Speaker

Stephen Pont, MD, MPH, FAAP

Pediatrician and Medical Director, Texas Center for the
Prevention and Treatment of Childhood Obesity, Dell
Children's Medical Center

Ray Powell, MD

Owner, Physician's Plan Weight Management
Medical Clinics

Marietta Schmid, MS, RD, LD

Director, Weight Management Center, Methodist Diabetes
and Metabolism Institute, The Methodist Hospital

Jessica Setnick, MS, RD, LD, CSSD

Owner, Understanding Nutrition Private Practice
Author and Founder, Eating Disorders Boot Camp

Tracy Smith, RD

Managing Behaviorist, The Hernried Center for Medical
Weight Loss

Thomas Wadden, PhD

Professor of Psychology in Psychiatry, University of
Pennsylvania
Director, Center for Weight and Eating Disorders

Pre-Conference Agenda

COURSE OBJECTIVES

This seminar will help participants formulate a plan for establishing a successful weight loss program, including staffing, patient/dieter flow, meal planning and nutrition. The course speakers have extensive knowledge and collectively more than 60 years of experience supporting weight loss professionals in providing effective obesity treatment founded on behavior and lifestyle modifications. They assist professionals with operational strategies that increase staff productivity, streamline business practices and generate significant increases in profitability.

THURSDAY July 19, 2012

7:30-8:00 am	Registration and Continental Breakfast (provided)	
8:00-8:45 am	Medical Weight Management: Starting a Weight Loss Program without Disrupting Your Current Practice <ul style="list-style-type: none">• Why and how to add this new service onto an already busy workload• Understand the potential of blending a weight management program with your medical practice	Speaker: Michelle Haendiges, MD
8:45-9:20 am	Business Planning <ul style="list-style-type: none">• Review the basics of business planning: corporate overview, market analysis, products/services, marketing and operations• Answer questions when developing/expanding your business plan to achieve better dieter outcomes and increase profitability	Speaker: Jay Satinsky
9:20-9:55 am	Program Implementation in 30 Days <ul style="list-style-type: none">• Create a step-by-step action plan for program implementation: foundation, develop, prepare, launch• Learn strategies to expand into new marketplaces	Speaker: Marty Davis
9:55-10:05 am	Break	
10:05-10:40 am	The Critical Importance of Retention <ul style="list-style-type: none">• The foundation of quality, service and profitability• Understand what retention is, why it's essential, how to track and its impact• How to lengthen patient retention through initial and ongoing staff training	Speaker: Michele Cohen
10:40-11:25 am	Weight Loss Nutrition Education <ul style="list-style-type: none">• Review macro and micro-nutrient needs for weight loss based on BMI• Use of meal replacements and protein supplements—what a good product should deliver	Speaker: John Hernried, MD, FACP
11:25-12:00 am	Expand Your Weight Loss Community through Social Media and Website Development <ul style="list-style-type: none">• Learn how to make your weight loss website stand out• Discuss how Facebook, Twitter and YouTube can increase your program awareness and census	Speakers: Kevin Boyce and Kelli Arruzzo
12:00-12:45 pm	Lunch (provided)	
12:45-1:20 pm	Business Analysis to Determine What Works <ul style="list-style-type: none">• Understand how and why to complete tracking forms and data collection worksheets• Analyze the data to define areas for improvement that will positively impact treatment and profitability	Speaker: Tim Nordeen
1:20-2:05 pm	How to Operate and Expand a Multi-Location Full-Time Medical Weight Loss Practice <ul style="list-style-type: none">• Discuss how to build a solid foundation and vision• Understand your business through analyzing your metrics effectively• Review needs for expansion including staff, systems and accountability	Speaker: Ray Powell, MD

NOTE: See Robard Corporation Tour information on page 8.

COURSE OBJECTIVES

Designed for the healthcare professional, this course focuses on strategies to start a new weight loss business, as well as grow a current program's census and revenues through new operational and clinical strategies. Participants will actively learn and interact with internationally recognized experts from leading obesity research, education and treatment centers. They will establish concrete goals for their program and develop a plan for how to reach those goals, including retaining dieters longer, enhancing long term outcomes, maximizing staff productivity, getting reimbursed for services rendered and growing profitability.

Through lectures, challenging case studies and interactive breakout sessions, participants will:

- Gain an understanding of the role of obesity care in primary practices and how to establish an effective program
- Learn effective counseling strategies for behavior change to help patients stay on your program longer, achieve successful weight loss results and maintain their goal weight
- Explore the role of the Very Low Calorie Diet (VLCD) and meal replacements in the clinical management of all overweight individuals, including those with co-morbid conditions especially diabetics
- Understand why customers have different needs for the same products, and how to speak to each of them in a way that compels them to do business with you
- Review current trends in reimbursement for weight management services and how to maximize reimbursement

CONTINUING EDUCATION CREDIT (MAIN CONFERENCE ONLY)

Your CME/CEU Certificate will be emailed to you following the completion of the course enabling you to register your credits with your licensing board/association. You may also apply for credit not listed below by completing the procedures your specific organization has established. Faculty disclosure will be provided during the meeting.

Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the sponsorship of Dannemiller. Dannemiller is accredited by the ACCME to provide continuing medical education for physicians.

AMA

Dannemiller designates this educational activity for a maximum of 11.0 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

RN

Dannemiller is a provider approved by the California Board of Registered Nursing, Provider Number 4229. 13.8 hours Registered Nursing credit has been applied for through the California Board of Registered Nursing. RNs outside California must verify with their licensing agency for approval of this course.

CDR

CPEUs have been applied for through the Commission on Dietetic Registration (CDR).

AAFP

This activity has been reviewed and is acceptable for up to 11.0 elective credits by the American Academy of Family Physicians.

AANP

Dannemiller is approved as a provider of nurse practitioner continuing education by the American Academy of Nurse Practitioners: AANP Provider Number 090419. This program was planned in accordance with AANP CE Standards and Policies and AANP Commercial Support Standards. It provides 11.0 contact hours of continuing education.

Main Conference Agenda

FRIDAY July 20, 2012

	Track A	Track B
7:00-8:00 am	Registration and Continental Breakfast (provided)	
8:00-9:00 am	<p>Establishing a Medical Weight Loss Program Speaker: Michelle Haendiges, MD</p> <ul style="list-style-type: none"> Review how to establish a comprehensive medical weight loss program Examine the components of the program including medical monitoring Learn how to initiate a patient into your treatment program 	<p>Lifestyle Management Through the Continuum of Type 2 Diabetes Care Speaker: Christopher Case, MD</p> <ul style="list-style-type: none"> Learn the benefits of weight loss at type 2 diabetes diagnosis Discuss the role of the VLCD and meal replacements in the clinical management of the diabetic patient Review day-to-day management of medications and insulin along with the benefits of weight management
9:00-10:00 am	<p>Genetic Evaluation in the Treatment of Obesity and Maintenance Speaker: John Hernried, MD, FACP</p> <ul style="list-style-type: none"> Describe the benefits, risks and limitations of genetic evaluation Discuss what can be tested to assist with weight management Learn how to discuss the results with patients 	<p>Bringing About Behavior Change Using Effective Counseling Strategies Speaker: John Foreyt, PhD</p> <ul style="list-style-type: none"> Review theories and models of behavior change Describe effective counseling strategies for behavior change Present long-term data based on effective counseling strategies
10:00-10:15 am	Break	
10:15-11:00 am	<p>Managing Obesity and Co-morbid Conditions with a VLCD Speaker: Peter Jones, MD, FACP</p> <ul style="list-style-type: none"> Describe how different measurements of obesity predict adverse medical outcomes Describe the multiple organ system dysfunctions that can occur in some obese patients Review the medical benefits of weight loss, including the use of the medical VLCD and bariatric surgery 	<p>Improving Treatment Adherence and Retention Speaker: Thomas Wadden, PhD</p> <ul style="list-style-type: none"> Review obesity treatment methods that improve adherence to prescribed diet and exercise regimens Discuss evidence on retention strategies that are easily incorporated into your program
11:00-12:00 pm	<p>Overview of Case Studies: 2011-2012 Speaker: Christopher Case, MD</p> <ul style="list-style-type: none"> Discuss common clinical questions and appropriate medical monitoring during and after weight loss Examine challenging case studies of patients on a multidisciplinary program 	<p>Using Addiction Treatment Strategies to Enhance Weight Loss Speaker: Jessica Setnick, MS, RD, LD</p> <ul style="list-style-type: none"> Discuss three features eating behaviors have in common with addictions Describe how an abstinence model can be appropriately modified for an eating addiction Learn three addiction-related strategies that can be used to improve weight loss outcomes
12:00-12:45 pm	<p>Building Bridges between Physicians and Surgeons Speaker: John W. Baker, MD, FACS</p> <ul style="list-style-type: none"> Raise awareness of treatment options Identify barriers to common goals Discuss current procedures and future therapies 	<p>Keep 'em Coming Back Again and Again... Speaker: Wendy Gillett</p> <ul style="list-style-type: none"> Learn "Hello to Goodbye" customer service Understand ways to create an environment for success Learn how to recover from a customer service disaster
12:45-1:45 pm	Lunch (provided)	

FRIDAY July 20, 2012

Breakout Sessions

Four Workshops will be held each hour following the schedule below.
During each of the three time slots, please choose one of the four topics to attend.

Session #1: 1:45-2:35 pm	Workshop #1
	Obesity, Indirect Calorimetry and Metabolism—Why Measure? Speaker: Marietta Schmid, MS, RD, LD <ul style="list-style-type: none">Describe the medical complications and financial implications of obesityGain a thorough understanding of metabolism and resting metabolic ratesLearn the accuracy of estimation equations versus indirect calorimetry
	Workshop #2
	How to Capture and Keep the Heart of Your Female Customer Speaker: Michele Miller <ul style="list-style-type: none">Understand that men and women are wired differently and how this affects the purchasing processDiscuss the purchasing power of women and why most marketing-to-women strategies failLearn how to speak to each type of person in a way that compels them to enroll into your program
Session #2: 2:45-3:35 pm	Workshop #3
	Yeah! There's an APP for That Speaker: Becky Anderson, MS, EP <ul style="list-style-type: none">Discuss the beneficial role of nutrition and fitness apps to patients during weight loss and managementUnderstand the factors that make the best and the worst nutrition and fitness apps on the market todayIdentify a tested formula to review an app presented/recommended to you for its value to patients
Session #3: 3:45-4:35 pm	Workshop #4
	Why Patients and Clients Should Choose You Speaker: Susan Keane Baker, MHA <ul style="list-style-type: none">Examine your structure, processes and outcomes to craft 10 solid reasons why people should choose your programCreate a blueprint for building out some of the reasons to make those reasons even more compellingDiscuss ideas for how to use your 10 to attract the patients you most enjoy treating
4:35 pm	Adjourn

Main Conference Agenda

SATURDAY July 21, 2012

7:00-7:30 am	Registration and Continental Breakfast (provided)
7:30-8:15 am	Medical Insurance Billing and Reimbursement Speaker: Stephen Pont, MD, MPH, FAAP <ul style="list-style-type: none">Describe methods for making weight management services affordable for patientsDiscuss current trends in reimbursement for weight management servicesExplain reimbursable diagnoses and codes for frequently encountered conditions
8:15-9:00 am	Effectively Positioning Meal Replacements in Meal Plans for Optimal Success Speaker: Tracy Smith, RD <ul style="list-style-type: none">Explain the benefits of meal replacements and how to use them in meal plansDiscuss ideas to improve patient and staff understanding of meal replacementsLearn unique ways to position meal replacements for optimizing weight loss
9:00-9:45 am	Calculate Your Advertising Performance Equation Speaker: Michele Miller <ul style="list-style-type: none">Thoroughly understand each of the three components of the Advertising Performance EquationIdentify and enhance areas that need a boost regardless of staff time and capabilitiesLearn about advertising power and apply real strategies for getting more customers through your door
9:45-10:00 am	Break
10:00-10:45 am	Helping Patients Become More Active Speaker: John M. Jakicic, PhD <ul style="list-style-type: none">Learn behavioral science theories and models that apply to physical activityDiscuss cognitive and behavioral strategies to help patients increase activityReview exercise prescriptions that make exercise fun
10:45-11:45 am	Mindful Eating—What Does it Really Mean? Speaker: Molly Kellogg, RD, LCSW <ul style="list-style-type: none">Identify the neurological basis for mindfulnessExplain what mindful eating looks likeRecognize the role of mindful eating in weight management
11:45-12:30 pm	Obesity Treatment in Primary Care: Barriers to Evaluation and Treatment, and Office-based System Changes to Improve Care Speaker: Robert Kushner, MD, MS <ul style="list-style-type: none">Describe the current condition of obesity care in primary practiceDefine changes and strategies to implement in the officeExplain the new American Board of Obesity Medicine Certification
12:30 pm	Adjourn

ROBARD CORPORATION TOUR

We invite you to take a complimentary tour of Robard's facility—the site where Robard's top quality weight loss programs, meal replacements, protein supplements and unparalleled business support materials are created. Light refreshments will be served.

Guests will be transported from the Westin on Thursday, July 19, 2012 at 2:45 pm and return by 5:30 pm. If you are in town early for the conference, and would like to join us, please register on the enclosed Registration Form. Deadline to Register: June 15, 2012.

HOTEL ACCOMMODATIONS

Hotel rooms have been reserved for conference participants at the Westin Philadelphia. Situated in the heart of a city rich with history, the Westin Philadelphia is steps from upscale shopping and award-winning restaurants. Museums and historical attractions, including the Liberty Bell, Independence Hall, and the Constitution Center, are all within blocks of the Westin and symbolize the cultural wealth of Philadelphia.

The Westin Philadelphia
99 South 17th Street at Liberty Place
Philadelphia, PA 19103
Westin.com/Philadelphia

Reserve your room at the Westin before June 15, 2012 and mention the Weight Loss Conference funded by Robard to receive the low rate of \$189 single/double occupancy. Call 1.888.627.8153 to make your reservation or go to <http://www.starwoodmeeting.com/Book/robard12>.

TRANSPORTATION

Airport: Philadelphia International Airport (PHL) with a travel distance of approximately 9 miles/18 minutes to the Westin. Taxis can be picked up at Zone 5 of the Commercial Transportation Roadway with a fee of approximately \$28.50 (one-way).

Railway: 30th Street Station with a travel distance of approximately one mile to the Westin with a taxi fee of approximately \$7-9 per person (one-way).

Note: Estimated charges. Schedules are not guaranteed. Travel distance may be affected by local conditions.

TESTIMONIALS

"Each conference has been worthwhile and even better than the last. This was the single best obesity educational program I've attended; full of educational and practical advice for daily practice!"

-Gail C. Anderson, MD, PA

"Finally, someone understands the ups and downs of running a weight loss practice and offers realistic and helpful tools and support."

-Virginia Wray, DO, FHA

"Attendance at the Conference was just what my staff and I needed to help us identify the next set of goals for our practice and begin to plan how to reach them successfully."

-Eva E. Howard, PhD

"Significantly helped our establishment of an effective weight loss clinic."

-Dr. Richard O'Brien

"Phenomenal! This is a top-notch conference that educates, motivates and supports healthcare professionals thus benefitting our patients. Thank you!"

-Lesley Barber

FOUR WAYS TO REGISTER

WEBSITE: Visit www.WeightConference.com to register online.

FAX: Fax the Registration Form to 856.778.4192.

PHONE: Call 888.519.1192 ext. 3012

MAIL: Copy the completed form and mail to:
Weight Conference
821 East Gate Drive
Mount Laurel, NJ 08054

REGISTRATION FEES

Pre-Conference Operations Seminar

Early Bird Discount: Register by May 1, 2012 and save! Registration Fee: \$75.00

After May 1, 2012 Registration Fee: \$125.00

Main Conference

Early Bird Discount: Register by May 1, 2012 and save! Registration Fee: \$385.00

After May 1, 2012 Registration Fee: \$450.00

Group Discount: For the Pre-Conference and Main Conference, every fourth registrant is free with three paid registrations. *Onsite registration will not be accepted.*

PAYMENTS

We accept Visa, Mastercard, American Express and checks. Please make checks payable to Robard Corporation and note Weight Loss Conference in the memo line. Mail your payment to: Weight Conference, 821 East Gate Drive, Mt. Laurel, NJ 08054.

CANCELLATION POLICY

Cancellations must be made in writing to JenEisenhofer@WeightConference.com.

Cancellations received before June 15, 2012 will receive a full refund. No refunds will be issued after June 15, 2012.

TO: Jen Eisenhofer/Weight Conference

FROM:

FAX: 1.856.778.4192

PAGES:

REGISTRATION FORM*

The Science and Business of Weight Management for the New or Experienced Practitioner

July 19-21, 2012—The Westin Philadelphia

Attendee 1

Name: Name Tag Display: Title: E-mail:

Table with 4 rows for registration options: Pre-Conference Seminar, Robard Corporation Tour, Welcome Reception, Main Conference. Includes checkboxes for dates and subtotals.

Attendee 2

Name: Name Tag Display: Title: E-mail:

Table with 4 rows for registration options: Pre-Conference Seminar, Robard Corporation Tour, Welcome Reception, Main Conference. Includes checkboxes for dates and subtotals.

* Onsite registrations will not be accepted.

COMPANY INFORMATION

Organization Contact Name Address City, State, Zip Phone Fax E-mail

PAYMENT METHOD

Payment options: Visa, Mastercard, American Express, Check. Includes fields for Cardholder Name, Card Number, Security Code, Expiration Date, Total Charge, Date, Signature, and Billing Address.

Code on mailing label to save \$10

WHY ATTEND THE 2012 CONFERENCE?

Presentations include:

- Counseling Strategies for Behavior Change
- Establishing a Medical Weight Loss Program
- Genetic Evaluation in Obesity Treatment and Maintenance
- Lifestyle Management for Type 2 Diabetes Care
- Using Addiction Treatment Strategies to Enhance Weight Loss
- Helping Patients Become More Active

Continuing Education Credit:

AMA PRA Category 1—
AAFP Elective Credits—
RN—AANP—CDR

FEATURED SPEAKERS



Thomas Wadden, PhD



Robert Kushner, MD



John Foreyt, PhD



John Baker, MD