

SCHEDULE OF EVENTS

Thursday, July 15, 2010

6:00 pm—	WELCOME RECEPTION
9:00 pm	Join your colleagues for an evening of networking and complimentary cocktails and hors d'oeuvres.

Friday, July 16, 2010

7:30 am	CONFERENCE REGISTRATION & COMPLIMENTARY CONTINENTAL BREAKFAST	
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8:00 am	Introduction	
8:10 am	The Year in Obesity Speaker: John Hernried, M.D., F.A.C.P.	

	<u>TRACK A</u>	<u>TRACK B</u>
9:00 am	The Science of a Very Low Calorie Diet (VLCD) Speaker: Peter Jones, M.D., F.A.C.P. <ul style="list-style-type: none"> • Benefits, effectiveness and risks of a VLCD • Overview of screening, testing, monitoring, patient qualification and contraindications 	Secrets of Successful Weight Loss: A Cognitive Behavioral Approach Speaker: Judith S. Beck, Ph.D. <ul style="list-style-type: none"> • Review of dysfunctional thoughts and beliefs that contribute to obesity • Practical cognitive and behavior modification strategies will be provided
9:45 am	Augment Your Hospital, Practice, Clinic or Weight Loss/Health Facility with a New Fee-for-Service LCD (Low Calorie Diet) Speaker: R. Maurice Bonilla, M.D. <ul style="list-style-type: none"> • Benefits for your patients/clients and business • Components of a comprehensive medical LCD 	Meal Planning and Nutrition Speaker: Tracy Smith, R.D. <ul style="list-style-type: none"> • VLCD nutrition protocols • Overview of various calorie level meal plans • Overview of dietary exchange and role in weight loss programs

10:30 am	COMPLIMENTARY REFRESHMENT BREAK	
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10:45 am	Bariatric Surgery: Procedures and Building Partnerships Speaker: Robert Kushner, M.D. <ul style="list-style-type: none"> • Overview of surgical procedures for treating obesity • Effective ways for medical weight loss professionals to partner with bariatric surgeons • The benefits of using protein supplements pre/post surgically 	Staff Training for Ideal Customer Service Speaker: Wendy Gillett <ul style="list-style-type: none"> • The art of listening to exceed customer expectations at each interaction • How to train staff to make personal connections for increased retention and loyalty • Creating loyal customers to increase referrals
11:30 am	Evaluating Labs for the VLCD Speaker: John Hernried, M.D., F.A.C.P. <ul style="list-style-type: none"> • Utilize patient lab results in the VLCD program to evolve current treatment plan • Understand the need for involving the primary care physician or medical director in treatment 	Marketing Opportunities to Expand Your Business Speaker: Marcia Cox <ul style="list-style-type: none"> • New sales opportunities: corporate wellness and diabetes • Develop and effectively leverage strategic partnerships to attract new clients

12:15 pm	COMPLIMENTARY LUNCH	
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SCHEDULE OF EVENTS

Friday (continued)

1:15 pm	ASK THE EXPERT (45 minutes per panel) As a healthcare professional dedicated to improving the quality of life for individuals who are obese or overweight, you may have questions or experience challenging cases. During our <i>Ask the Expert</i> breakout sessions, you'll have the opportunity to hear advice and discuss resolutions to challenges with our conference staff as they focus on your specific cases and questions . Each participant will receive a customized breakout session rotation schedule when signing in on-site. (Colleagues from the same organization will rotate together.) Topic One: Setting up a VLCD or LCD Weight Loss Program in a Hospital, Practice or Clinic Topic Two: Staff Training: How to Introduce the Benefits of Your Program to Dieters Topic Three: Collecting and Analyzing Key Operating Statistics for Better Practice Management Topic Four: Medical Weight Management for Pre/Post Surgical Patients Send your case studies or questions to JenMcClure@WeightConference.com .
4:30 pm	ADJOURN

Saturday, July 17, 2010

7:30 am	COMPLIMENTARY CONTINENTAL BREAKFAST
8:00 am	Yes! You Can Soothe, Smooth and Work with Difficult Dieters Speaker: Susan Keane Baker, M.H.A. <ul style="list-style-type: none">• Strategies and dialogue for interactions with “personality-challenged” dieters• Understand the motivation behind difficult dieters and winning them over for enhanced program retention
8:45 am	Benefits of Weight Loss in the Management of Diabetic Patients Speaker: Christopher Case, M.D. <ul style="list-style-type: none">• How a VLCD and LCD improves glucose control• Clinical management of the diabetic patient during and after weight loss with a VLCD and LCD• Effects of weight loss in the management of type 2 diabetes
9:30 am	COMPLIMENTARY REFRESHMENT BREAK
9:45 am	Exercise: The Facts Speaker: Timothy Church, M.D., Ph.D., M.P.H. <ul style="list-style-type: none">• What patients need to know about exercise, health and weight loss• Effective motivational techniques and proven clinical exercise prescriptions will be provided
10:30 am	Use of Meal Replacements Speaker: Jeanne Blankenship, M.S., R.D. <ul style="list-style-type: none">• The importance of meal replacements in weight management• Macronutrients and determining the appropriate amount of protein
11:15 am	After Weight Loss, Then What? A New Look at Weight Maintenance Speaker: Sharon Howard, R.D., M.S., C.D.E., F.A.D.A. <ul style="list-style-type: none">• Transitioning successful dieters from a weight loss mindset to one of weight stability• Controlling weight regain using a structured, solution-driven framework of thinking• Novel coaching approaches and programs to train the dieter to develop self-monitoring skills
12:00 pm	COMPLIMENTARY LUNCH AND ADJOURN