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As low as \$21 Per Credit!**

2015

**7th Annual
Obesity Treatment
and Prevention Conference**

The Most Comprehensive and Unique Conference Offered

July 23-25, 2015

Hyatt Regency Baltimore on the Inner Harbor
Baltimore, MD

**Seating is Limited
Register Today**

Provided by Dannemiller



DANNEMILLER
Simply the Finest in Continuing Medical Education™

**Supported by an educational grant
from Robard Corporation**

Invitation to the Conference

Course Director | **John Hernried, MD, FACP**



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

Dear Colleague:

You are invited to attend the **2015 Obesity Treatment and Prevention Conference**. This unique event provides participants with the opportunity to explore every facet of obesity care in one place—operational, scientific, clinical and business. During the three-day conference, you'll actively learn and interact with our internationally recognized experts from leading obesity research, education and treatment centers, as well as network with your fellow conference attendees.

Throughout the conference, attendees will engage in the most comprehensive clinical agenda in obesity research, treatment and prevention. The presentations are focused on improving patients' total wellness by utilizing clinical research and evidence-based strategies to address the myriad of co-morbid conditions related to obesity to help practitioners treat the whole person—not just obesity. Furthermore, topics addressing the business of obesity treatment enable attendees to increase efficiencies and patient outcomes.

What sets this unique conference apart is its inclusiveness; this program is purposely relevant to many professionals, whether they're a physician, a dietitian, a psychologist, program manager or social worker. The agenda is tailored to be applicable to your practice when you return to work.

Two particular groups of people will benefit from this conference: The practitioner who is interested in starting a weight management program, yet is unsure of where to turn. Because here, you're going to get a lot of the

resources and tools that you need to turn right around and develop a comprehensive weight management program. The second group is comprised of those who may already have a program but want to develop it further. This conference provides numerous networking opportunities, tools and information that allows you to further expand what you've started and get the invaluable information you need for swift, well-informed application. We've created an agenda for the **2015 Obesity Treatment and Prevention Conference** that isn't simply clinical or theoretical; rather, it also offers a well-rounded curriculum for practical and functional implementation across your entire organization.

Included with your registration is a ticket to our evening ***Meet the Experts Welcome Reception*** where you'll have the opportunity to relax and enjoy conversation with conference speakers and fellow attendees. This is a conference you do not want to miss!

Mark your calendars and register today to join us in Baltimore for this one-of-a-kind obesity treatment conference. We look forward to seeing you.

Sincerely,

A handwritten signature in dark ink, appearing to be 'JH', written over a light background.

John Hernried, MD, FACP
CEO/Medical Director,
The Hernried Center for Medical Weight Loss
Course Director

General Overview

Stay Connected Before, During and After the Event!

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



#2015ObesityConference

CONFERENCE SCHEDULE AT-A-GLANCE

Thursday | July 23, 2015

7:00am - 8:00am	Registration, Continental Breakfast and Exhibits
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8:00am - 5:00pm	Presentations
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6:00pm - 8:00pm	Meet the Experts Welcome Reception
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Friday | July 24, 2015

7:00am - 7:30am	Continental Breakfast and Exhibits
-----------------	------------------------------------

7:30am - 5:15pm	Presentations
-----------------	---------------

Saturday | July 25, 2015

7:00am - 7:30am	Continental Breakfast and Exhibits
-----------------	------------------------------------

7:30am - 3:30pm	Presentations
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Note: This program is subject to change.



I've been to many obesity conferences and this is by far the best one I've ever been to. The breadth and coverage of the patient that is overweight is much better reflected in this conference than in any conference I've been to so far — covers all aspects of obesity management."

Raymond Troxler, MD



Great opportunity for a professional just entering the weight management aspect of medicine."

*Roberta B. Randall, MEd,
RD, LD, CDE*

WHO SHOULD ATTEND?

This activity has been designed to meet the educational needs of CEOs, CMOs, physicians, surgeons, psychologists, nurses, dietitians, behaviorists, program administrators, and other professionals from hospitals, ACOs, private practices, large group practices and clinics. Those who are currently involved in the care and management of obese and overweight individuals or exploring opportunities that provide a total wellness solution are encouraged to attend.

Continuing Education Credit

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If you are completing the conference evaluation online, your CME/CEU Certificate will be available for automatic download. If you are completing the hardcopy/paper evaluation, your CME/CEU Certificate will be e-mailed to you in approximately two weeks following the completion of the course. Faculty and non-faculty disclosures will be provided at the meeting.

AMA

Dannemiller designates this live activity for a maximum of 22.25 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Dannemiller is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

CBRN

Dannemiller is a provider approved by the California Board of Registered Nursing, Provider Number 4229, for 22.0 contact hours. *CBRN credit is not accepted by Michigan and Utah State licensing boards.*

AANP



Dannemiller is approved as a provider of nurse practitioner continuing education by the American Association 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 22.25 contact hours of continuing education.

CDR (Registered Dietitians)



Dannemiller is a Continuing Professional Education (CPE) Accredited Provider with the Commission on Dietetic Registration (CDR). Registered dietitians (RDs) and dietetic technicians, registered (DTRs) will receive 22.25 continuing professional education units (CPEUs) for completion of this activity. CDR Provider #DM002. Level 2 activity.

NASW

This program is Approved by the National Association of Social Workers (Approval #886528798-6300) for 23 Social Work continuing education contact hours.

Earn an Additional 3.0 CEU Credits for the Full 25.25

Since several of the lectures overlap, following the conference we will be offering 3.0 CEU credits online which are included with your conference registration fee. More details available at conference registration.

About the Speakers

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#20150besityConference

Kelli Arruzzo

Web Designer, Wanderlove Press Co.

Jeanne Blankenship, MS, RD

Vice President of Policy Initiatives and Advocacy,
Academy of Nutrition and Dietetics

Sara Bleich, PhD

Assistant Professor, Johns Hopkins Bloomberg School of Public Health

Cynthia Buffington, PhD

Principal Research Scientist, Florida Hospital Metabolic Medicine
and Surgery Institute

Christopher Case, MD

Endocrinologist, Jefferson City Medical Group

Tim Church, MD, MPH, PhD

Professor of Preventive Medicine, Pennington Biomedical
Research Center

Jeremy Clorfene, PhD

Clinical Psychologist, Advocate Weight Management

Morgan Downey

Obesity Advocate and Consultant

Randall Feezell, MD

Medical Director and Owner, New Directions Physician Weight Loss

John Foreyt, PhD

Professor and Director, Baylor College of Medicine

Jeff Gilliam, PhD, PT

Clinical Director, ReQuest Physical Therapy and Founder, Physicians'
Choice for Weight Loss

Sarah Guarda, MD

Associate Professor and Director, Johns Hopkins Eating
Disorders Program

John Hernried, MD, FACP

CEO/Medical Director, The Hernried Center

Peter Jones, MD, FACP

Medical Director, The Methodist Hospital

Robert Kushner, MD

Clinical Director, NCCO Professor in Medicine-General
Internal Medicine and Geriatrics

Ethan Lazarus, MD

Director, Clinical Nutrition Center

Elizabeth Lutz

Executive Director, The Health Collaborative

Mary Jo Rapini, LPC

Psychotherapist, Private Practice and Author

Eileen Seeholzer, MD, MS

Director, Obesity and Weight Management Clinic, MetroHealth
System

Phillip Snider, DO, MS, RD

Medical Director, Bon Secours Weight Loss Institute

Gitanjali Srivastava, MD, FAAP, FACP

Medical Director, The Center for Obesity Medicine at Florida
Hospital

Nina Teicholz — KEYNOTE SPEAKER

Investigative Journalist and author of *The New York Times* best selling
book, "The Big Fat Surprise"

Joan C. Temmerman, MD, MS, FAAFP, CNS

Physician, Genesis Health System, Quad Cities

Steve Wohlgemuth, MD

Medical Director, Sentara Comprehensive Weight Loss Solutions

Conference Objectives

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- Define the role of macronutrients in weight loss and obesity through the examination of current published studies
- Describe the safety of a Very Low Calorie Diet (VLCD) in special obesity populations with co-morbidities
- Identify specific treatment strategies for the management of all overweight individuals, including pre/post-surgical patients and patients with diabetes
- Review nutritional assessment for patients with obesity and the clinical evidence for meal replacements and how to use them in meal plans
- Learn addiction-related strategies that can be used to improve weight loss outcomes
- Describe the clinical characteristics and effective treatments for eating disorders related to obesity
- Discuss effective ways for medical weight loss professionals to partner with bariatric surgeons
- Review pharmacologic options for obesity
- Discuss strategies to transition successful dieters from a weight loss mindset to one of weight stability
- Review how to develop/expand your business plan to achieve better patient outcomes and increase profitability
- Formulate an action plan to expand your weight loss community through social media and website development/enhancement
- Explain the impact of the Affordable Care Act on obesity treatment
- Identify barriers to effective communication with patients that can result in low health literacy and learn strategies for improved communication

“

This is absolutely the top weight loss seminar I've been to. Whether you're a novice bariatrician or a seasoned bariatrician, I think there is something for everyone here.”

Jan McBarron, MD, ND

“

I would recommend this meeting for any person who wants a clear, deeper knowledge of how to start, develop, maintain and make better their weight loss practice. I could not promote this meeting enough.”

Mary Jo Rapini, LPC

Conference Agenda

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Thursday | July 23, 2015

7:00am - 8:00am	Registration, Continental Breakfast (provided) and Exhibits Open
8:00am - 8:45am	Updates on Obesity Treatment <i>Speaker: Christopher Case, MD</i>
8:45am - 9:30am	Medical Weight Loss by VLCD: Impact on Obesity-related Diseases <i>Speaker: Peter Jones, MD, FACP</i>
9:30am - 10:30am	The Link Between Obesity and Cancer <i>Speaker: Cynthia Buffington, PhD</i>
10:30am - 10:45am	Break and Exhibits Open
10:45am - 11:30am	Weight Management in Patients with Diabetes <i>Speaker: Christopher Case, MD</i>
11:30am - 12:15pm	How to Speak with Your Patients About Obesity <i>Speaker: Eileen Seeholzer, MD, MS</i>
12:15pm - 1:15pm	Lunch (provided) and Exhibits Open
1:15pm - 2:15pm	Meeting the Nutrition Needs of the Overweight and Obese Patient <i>Speaker: Jeanne Blankenship, MS, RD</i>
2:15pm - 3:00pm	Nutrition and Meal Planning <i>Speaker: Joan Temmerman, MD, MS, FAAFP, CNS</i>
3:00pm - 3:15pm	Break and Exhibits Open
3:15pm - 4:00pm	Exercise and Weight: Does it Even Matter? <i>Speaker: Tim Church, MD, MPH, PhD</i>
4:00pm - 5:00pm	Panel Discussion: Designing a Treatment Plan <i>Speakers: Christopher Case, MD—Tim Church, MD, MPH, PhD—John Hernried, MD, FACP Gitanjali Srivastava, MD, FAAP, FACP—Joan Temmerman, MD, MS, FAAFP, CNS</i>

Meet The Experts Welcome Reception



July 23, 2015 | 6:00pm - 8:00pm

Attend an evening of networking with our expert speakers and your colleagues. Complimentary beverages and hors d'oeuvres served. (Included with registration)

Conference Agenda

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#20150besityConference

Friday | July 24, 2015

7:00am - 7:30am	Continental Breakfast (provided) and Exhibits Open	
7:30am - 8:15am	Physiological Contributors to Weight Regain <i>Speaker: Cynthia Buffington, PhD</i>	
8:15am - 9:00am	Treatment of Obesity-related Eating Disorders <i>Speaker: Sarah Guarda, MD</i>	
9:00am - 9:45am	Strategies to Reduce Calorie Consumption Among Inner-city Youth <i>Speaker: Sara Bleich, PhD</i>	
9:45am - 10:00am	Break and Exhibits Open	
10:00am - 10:45am	Optimal Management of the Pre and Post Bariatric Surgery Patient <i>Speaker: John Hernried, MD, FACP</i>	
10:45am - 11:30am	Successful Lifestyle Strategies for Long-Term Behavior Change <i>Speaker: John Foreyt, PhD</i>	
11:30am - 12:30pm	KEYNOTE: "The Big Fat Surprise" <i>Speaker: Nina Teicholz</i>	
12:30pm - 1:15pm	Lunch (provided) and Exhibits Open	
	Track A	Track B
1:15pm - 2:00pm	Board Prep for the Certification Exam for Obesity Medicine Physicians <i>Speaker: Ethan Lazarus, MD</i>	Health Policy <i>Speaker: Jeanne Blankenship, MS, RD</i>
2:00pm - 2:45pm	The Comprehensive Management of Obesity: How to Get Medical and Surgical Doctors to Play Nice <i>Speaker: Steve Wohlgemuth, MD</i>	Pregnancy and Obesity <i>Speaker: Gitanjali Srivastava, MD, FAAP, FACP</i>
2:45pm - 3:00pm	Break and Exhibits Open	
3:00pm - 3:45pm	Pharmacologic Options for Obesity <i>Speaker: Robert Kushner, MD</i>	How Do I Talk to My Patients about Sex? <i>Speaker: Mary Jo Rapini, LPC</i>
3:45pm - 4:30pm	Strategies to Reduce Hunger <i>Speaker: Ethan Lazarus, MD</i>	Changing Health Behavior ... the Challenge of the Rehab Patient <i>Speaker: Jeff Gilliam, PhD, PT</i>
4:30pm - 5:15pm	Panel Discussion: Complicated Surgical Patient, Adolescent Patient or Elderly Patient <i>Speakers: Jeanne Blankenship, MS, RD—Cynthia Buffington, PhD John Hernried, MD, FACP—Steve Wohlgemuth, MD</i>	

Conference Agenda

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Saturday | July 25, 2015

7:00am - 7:30am	Continental Breakfast (provided) and Exhibits Open
7:30am - 8:15am	Mindful Eating and Living <i>Speaker: Phillip Snider, DO, MS, RD</i>
8:15am - 9:00am	From Start-Up to Satellite in 2 Years <i>Speaker: Randall Feezell, MD</i>
9:00am - 9:45am	Digital Marketing to a Digital World: Using Online Channels to Grow Your Weight Loss Business <i>Speaker: Kelli Arruzzo</i>
9:45am - 10:00am	Break and Exhibits Open
10:00am - 10:45am	Health Literacy <i>Speaker: Elizabeth Lutz</i>
10:45am - 11:30am	Using an Electronic Medical Record in Your Weight Loss Program <i>Speaker: Phillip Snider, DO, MS, RD</i>
11:30am - 12:30pm	Weight Control and the Workplace <i>Speaker: Eileen Seeholzer, MD, MS</i>
12:30pm - 1:00pm	30 Minute Break Followed by Working Lunch (provided)
1:00pm - 1:45pm	Food Addictions: Facts, Challenges, and Interventions <i>Speaker: Jeremy Clorfene, PhD</i>
1:45pm - 2:30pm	Insurance and the Affordable Care Act <i>Speaker: Morgan Downey</i>
2:30pm - 3:15pm	Panel Discussion: Pharmacotherapy & Prevention <i>Speakers: Jeremy Clorfene, PhD—John Hernried, MD, FACP—Phillip Snider, DO, MS, RD</i>
3:15pm - 3:30pm	Concluding Remarks <i>Speaker: John Hernried, MD, FACP</i>

Registration Information

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#2015ObesityConference

THREE WAYS TO REGISTER

WEBSITE

Visit www.Obesity-Conference.com to register online

PHONE

Call (800) 328-2308

MAIL

Copy the completed form in this brochure and mail to:
Dannemiller

ATTN: Obesity Treatment and Prevention Conference
5711 Northwest Parkway
San Antonio, TX 78249

Dannemiller fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please e-mail inquiries@obesity-conference.com by July 3, 2015 in order to receive service.

REGISTRATION FEES

Early Registration Fee through March 13, 2015:

\$530.00 (SAVE \$125.00)

Regular Registration Fee from March 14 through May 1, 2015:

\$595.00 (SAVE \$60.00)

Late Registration Fee from May 2 through July 17, 2015:

\$655.00

Group Discount: Register three or more attendees and receive

\$50.00 off per person

CONFERENCE HANDOUTS

A flash drive containing all of the presentations is included in your conference registration fee. You will also be able to download the presentations while in session.

CANCELLATION POLICY

Cancellations must be received in writing 30 days prior to the meeting and are subject to a \$100 processing fee. Refunds will not be granted after June 23, 2015 nor will they be given for no-shows. Please email cancellations to seanp@dannemiller.com.

ACCOMMODATIONS

Hyatt Regency Baltimore on the Inner Harbor

300 Light Street

Baltimore, MD 21202

(888) 421-1442

www.Baltimore.Hyatt.com

Hotel rooms have been reserved for conference participants at the Hyatt Regency Baltimore on the Inner Harbor. Treat yourself to an exceptional experience along the waterway when you stay at this AAA Four Diamond hotel on Baltimore's picturesque Inner Harbor. The contemporary hotel offers a luxury gateway to "Charm City." While visiting, catch an Orioles game at Camden Yards, visit museums and historical sites, or explore the wonders of the Inner Harbor. Proximity to Annapolis, MD, and Washington, DC, make Baltimore an ideal location for learning and exploring.

Reserve your room at the Hyatt before June 25, 2015 and mention **Obesity Treatment and Prevention Conference** to receive the low rate of \$189/night (single or double occupancy). Call (888) 421-1442 or go to www.Obesity-Conference.com/Hyatt to make your reservation.

PAYMENTS

We accept Visa, Mastercard, American Express and checks.

If paying by credit card, we strongly recommend utilizing our online registration site, www.Obesity-Conference.com. Please make checks payable to Dannemiller and note **Obesity Conference** in the memo line. Mail your payment with the completed Registration Form in this brochure to:

Dannemiller

ATTN: Obesity Treatment and Prevention Conference

5711 Northwest Parkway

San Antonio, TX 78249

REGISTRATION FORM—DEADLINE JULY 17, 2015

Obesity Treatment and Prevention Conference

July 23-25, 2015 – Hyatt Regency Baltimore

Early Registration Fee	Regular Registration Fee	Late Registration Fee
\$530 (Save \$125) Deadline: March 13, 2015	\$595 (Save \$60) March 14 - May 1, 2015	\$655 May 2 - July 17, 2015

Name			Name Tag Display		
Title			E-mail		
Registration Fee	☐ \$530 (Early Fee)	☐ \$595 (Regular Fee)	☐ \$655 (Late Fee)	\$	
Group Discount*	☐ -(\$50 per person) *Register three or more attendees and receive \$50 off per person.				-(\$)
Welcome Reception (FREE)	☐ Yes ☐ No	Day 2 Track (Page 7)	☐ A ☐ B		
If RN/NP you must provide:	License Number:		Licensing State:		
Attendee 1				Total:	\$

Name			Name Tag Display		
Title			E-mail		
Registration Fee	☐ \$530 (Early Fee)	☐ \$595 (Regular Fee)	☐ \$655 (Late Fee)	\$	
Group Discount*	☐ -(\$50 per person) *Register three or more attendees and receive \$50 off per person.				-(\$)
Welcome Reception (FREE)	☐ Yes ☐ No	Day 2 Track (Page 7)	☐ A ☐ B		
If RN/NP you must provide:	License Number:		Licensing State:		
Attendee 2				Total:	\$

Name			Name Tag Display		
Title			E-mail		
Registration Fee	☐ \$530 (Early Fee)	☐ \$595 (Regular Fee)	☐ \$655 (Late Fee)	\$	
Group Discount*	☐ -(\$50 per person) *Register three or more attendees and receive \$50 off per person.				-(\$)
Welcome Reception (FREE)	☐ Yes ☐ No	Day 2 Track (Page 7)	☐ A ☐ B		
If RN/NP you must provide:	License Number:		Licensing State:		
Attendee 3				Total:	\$

PAYMENT METHOD

☐ Visa ☐ Mastercard ☐ American Express
Cardholder Name _____
Card Number _____
Security Code _____ Expiration Date _____
Total Charge _____ Date _____
Signature _____
Billing address for credit card: ☐ Same as info to the right
Different billing address: _____

COMPANY INFORMATION

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

☐ Check (Made payable to Dannemiller) *If paying by check, mail this form with check enclosed.

Obesity Treatment and Prevention Conference
821 East Gate Drive
Mt. Laurel, NJ 08054
www.Obesity-Conference.com



Consistently one of the best
obesity medicine conferences
in the country — packed with
practical information and
inspiration for the practitioner.”

Gail C.S. Anderson, MD

A decorative graphic on the left side of the page featuring overlapping circles in shades of brown, tan, and orange, with a white swoosh cutting through them.

2015

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