



# Nutrition and Pharmacy: The Dynamic Duo!



Tina Miller, MS RD Healthy Living Advisor

# Meijer is.....



Meijer is the birth place of one stop shopping!  
196 stores located in Michigan, Indiana, Ohio, Illinois and  
Kentucky.

Retail supercenter offering a full Grocery department plus  
over 40 other depts. including Fashion, Automotive, Home  
Decor, Health and Beauty Care, Electronics, Pet and more!

\*open 24 hours a day, 364 days a year.

\*full service pharmacy in every store

# The Need for a Team Approach



Chronic Disease: U.S. disease related deaths: 2,426,264 per year

Heart disease: 631,636

Cancer: 559,888

Stroke: 137,119

Chronic lower respiratory disease: 124,583

Diabetes: 72,449

Obesity – 39% of Adults (68% overweight/obese)

Children: 33% overweight/obese

***75-90% of adverse outcomes could be reversed  
with positive lifestyle intervention***

**\*Barriers to intervention: Cost of healthcare**

**\*Solution: Provide low cost, easy access (the  
Supermarket!)**

\$2.3 trillion (annually) is currently spent on healthcare;  
75% goes to treat *preventable* chronic diseases.

*CDC, National Bureau of Economic Research*

## ***Affordable Health and Wellness: An exploding \$300B-plus Market Globally\****

Changing Healthcare Landscape--Supermarkets Poised to be Leaders in improving the Health of Consumers through on-site interventions and education.

- Utilizing Dietitians and Pharmacists
- Develop and administer education and consumer healthy living tools

# Sources of Shopper Influence

- Dr. Oz: When you walk into a grocery store, you're walking into a (lifestyle) pharmacy
  - Shopping for healthier foods, Today Show 2.16.12
- 42% of Shoppers said product and nutrition labeling influenced purchases (FMI)



## Opportunity to Influence Choices by Connecting with Consumers:

- In-store
- In Media
- In Social Networking (FB, Twitter, Pinterest)

- **Wellness Shoppers – Where decisions are made\*:**
  - 2010: 85% before going in to store, 15% while shopping in store
  - 2011: 82% before going in to store, 18% while shopping in store

*Trend appears to be that more decisions are made while shopping – use of technology, smart phones.*

*- Opportunities in-store:*

*-QR codes, etc.*

*-Nutrition Rating Systems (i.e., NuVal™)*

*-in-store resources – materials and staff;*

*\*FMI Health and Wellness, SymphonyIRI Group 2010 survey*

*education events, nutrition/meal coaching*





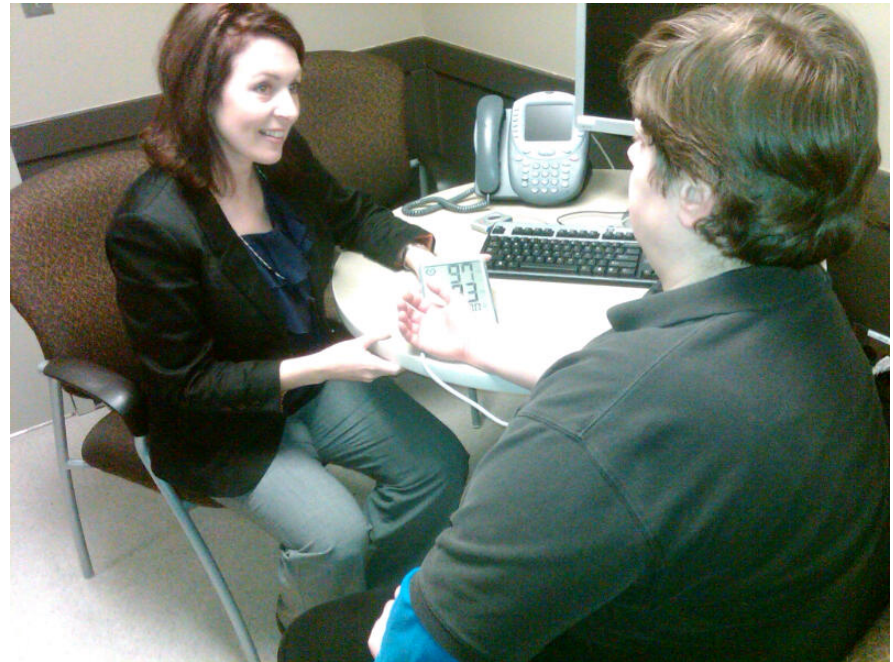
**In-Store Disease Management Events**  
Food Sampling (coordinated by dietitians)  
Health Screenings (BMI, BP, other – Pharmacy)  
Educational messages and tools: Dietitians  
and pharmacists



# Store Diagnostics



1 in 3 shoppers are  
interested in diagnostics  
90% Blood Pressure  
70% Weight  
68% Blood Glucose  
65% Body Composition  
(%Body Fat)  
57% BMI



**Teresa Willard, RPh Clinical  
Pharmacist – Blood Pressure  
Screening at Meijer**



# What Shoppers Want



- Simple, easy to understand information
- Shoppers rate as “important” from their H&W Destination:
  - 53% Consultation with Pharmacist for RX
  - 52% Trusted resource for information on H&W
  - 40% Meal suggestions for every budget and lifestyle
- 60 percent of consumer panelists said they would like the **dietitian to collaborate with the in-store pharmacist about potential food-medicine interactions** that could be harmful, based on current prescriptions.

*(SupermarketGuru, December 2010)*

**The goal of the Meijer Healthy Living program is to increase sales and promote customer loyalty by creating and communicating health solutions and product knowledge to shoppers.**

*(Use trends and opportunities as a guide)*

*Healthy Living provides customers with simple solutions for a healthy life...*

# What We Do...



- Community events
  - Health Fairs, Expos, Presentations, Cooking Demo's
- In-store events
  - Disease Management, Taste of Meijer, Special Interest (cooking with sports teams, special theme events)
- Media (Quarterly: 90+ Media&Community Events, Reach 8Million)
  - Reoccurring radio and TV spots (\$10 Meals)
  - Topic / News driven (i.e., tailgating, healthy holidays)
  - Social media – Facebook, Twitter (weekly tips), Blogs
- Website
  - Weekly Nutritious Menus (tied to weekly ad)
  - Allergen / GF Listing
  - Ask the Dietitian
  - Monthly featured strategy / products
  - Healthy Kids – recipes, menus, videos
- Publications: Monthly HL Ad, HL Naturally, Disease Management
- Mealbox Menu Planner and Mperks

# In action....

Higher Standards  
**meijer**  
Lower Prices

meijer  
healthy living



**Shari Steinbach, MS RD, Healthy Living Manager**



# In action...



## Teaming with Pharmacy in the community-Radio Promotions and Community events



Janine Faber, MEd RD and Megan Kappes, RPH



# In action...



## Community Events



**Maribel Alchin, MBA RD**  
**Kid's Cook Off, Chicago. YUM!**



**Tina Miller, MS RD – Nutrition Education**  
**at PBS Kids Club Live! Nutrition and**  
**Pharmacy providing health education at**  
**community events.**

# In action...



## Total Store Health Solutions – Home Goods to Fitness



**Healthy Tailgate Options:  
with the Indy Colts**

## In the Media



**Kristen Johnson, RD ACE-PT  
TV8 West Michigan**



# Dr. Oz Top 100



## 100 FOODS DR. OZ WANTS IN YOUR SHOPPING CART

### FRESH PRODUCE\*

- 1) Tree Fruits (Apples, Pears)
- 2) Citrus (Oranges, Lemons, Limes)
- 3) Stone Fruits (Peaches, Plums, Apricots, Cherries, Tangerines)
- 4) Bananas
- 5) Grapes
- 6) Melons
- 7) Greens (Romaine, Arugula, Iceberg, Cabbage, Collards, Turnip Greens, Mustard Greens, Swiss Chard)
- 8) Baby Carrots
- 9) Celery
- 10) Avocado
- 11) Potatoes

### FROZEN

- 12) Berries: Strawberries, Cranberries, Raspberries, Blueberries, Blackberries
- 13) Frozen Veggies: Peppers, Kale, Asparagus, Cauliflower, Onions, Spinach, Broccoli, Peas, Green Beans, Corn, Zucchini, Squash

### SEAFOOD/MEATS

- 14) All White Meat Ground Turkey
- 15) Bison/Bufalo Burger (Sirloin Burger)
- 16) Eye Of The Round / Steak
- 17) Lean Pork
- 18) Lean Ground Beef
- 19) Chicken (Skinless Thighs, and Breasts, Whole Chicken)
- 20) Fish: Salmon, Cod or Trout
- 21) Shrimp (frozen)
- 22) Fully Cooked Pre-Seasoned Beef and Chicken Slices (Refrigerated Section)
- 23) Fresh Sliced Meats (No Nitrites or Nitrates Added) - Turkey, Ham, Chicken, Roast Beef
- 24) Salmon, Tuna, Chicken (In Can or Pouch)

### CANNED/BOTTLED ITEMS

- 25) Canned Beans (White, Kidney, Black, Pinto, Red, Navy)
- 26) Canned Tomatoes (Tomato Sauce and Tomato Paste - No Added Salt)
- 27) Low Sodium Salsa
- 28) Canned Artichokes
- 29) Canned mushrooms
- 30) Low-Sodium Chicken Broth

### CANNED/BOTTLED ITEMS (cont.)

- 31) Natural Peanut Butter
- 32) Jams: Raspberry, Strawberry, Blueberry, Blackberry, Apricot (No Artificial Sweeteners)
- 33) Dill pickles
- 34) Canned Beets
- 35) Low-Sodium Sauerkraut
- 36) Sardines
- 37) Anchovies
- 38) Olives (Kalamata)

### DELI/CHEESE/DAIRY

- 39) Eggs
- 40) Greek Yogurt (And Drink-ables)
- 41) Milk (2% Organic / Almond / Soy)
- 42) Butter
- 43) Cheeses: Part-Skim Mozzarella, Cheddar, Parmesan, Feta, Ricotta, String
- 44) Hummus

### PASTA/GRAINS/CEREALS

- 45) Quinoa
- 46) Microwavable Steel Cut Oatmeal
- 47) Microwavable Brown Rice
- 48) Whole Grain Cereals
- 49) 100% Whole Wheat Pastas (or Jerusalem Artichoke Pasta)
- 50) 100% Whole Wheat or 100% Whole Grain (Breads, Buns, Pitas, English Muffins, Bagel Thins, Sandwich Thins)
- 51) 100% Whole Wheat Flour
- 52) 100% Whole Wheat Tortillas
- 53) 100% Whole Grain Crackers
- 54) Quick Cooking Polenta
- 55) Whole Grain Brown Puffed Rice
- 56) 100% Whole Wheat Pre-Made Pizza Crust
- 57) 100% Whole Wheat Waffles (Frozen)

### BEANS AND SOY

- 58) Edamame (Frozen or Dry)
- 59) Tofu, Soy Milk, Soy Crumble
- 60) Chickpeas
- 61) Lentils
- 62) Frozen Soy Burgers
- 63) Soy Hot Dogs

### CONDIMENTS/ HERBS/ SPICES/ DRESSINGS/ OIL

- 64) Mustard
- 65) Oils - Bottled (Olive, Canola, Flaxseed)
- 66) Vegan Mayo
- 67) Ginger
- 68) Chia Seeds
- 69) Black Peppercorns
- 70) Agave Nectar
- 71) Baking Spices: Cinnamon, Nutmeg, Clove, Ginger
- 72) Raw sugar
- 73) Honey
- 74) Chili pepper
- 75) Curry
- 76) Hot sauce
- 77) Red Pepper Flakes
- 78) Balsamic Vinegar
- 79) Sea Salt
- 80) Vinegar (Malt, White, Red)
- 81) Low Sodium Soy Sauce
- 82) French Herbs (Rosemary, Marjoram, Thyme, Savory)
- 83) Italian Seasoning (Garlic Marjoram, Thyme, Rosemary, Savory, Sage, Oregano and Basil)

### SNACK FOODS/ DESSERTS/ TREATS

- 84) Nuts (Almonds, Walnuts, Brazil, Hazelnuts, Pistachios)
- 85) Seeds (Sunflower, Pumpkin)
- 86) Dried Fruit (Raisins, Apricots, Cranberries)
- 87) 100% Whole Wheat Pita Chips
- 88) 100% Whole Wheat Pretzels
- 89) Popcorn
- 90) High Fiber, Granola or Protein Bars (No More Than 5gms Added Sugar)
- 91) Sweet Potato Fries (Baked)
- 92) Bite Size Dark Chocolate With or Without Almonds
- 93) Slow Churned Ice Cream
- 94) 100-calorie Air Popped Potato Chips
- 95) Fruit Leather
- 96) Frozen Fruit Popsicles

### Beverages

- 97) Tea
- 98) Coffee
- 99) 100% Orange Juice
- 100) Sparkling Water/Seltzer

\*Buy other fresh fruits and frozen vegetables as desired