



Living in Vitality

Empowering women for life.



As a KC Metro, led by Metcalf, we sponsored the 2015 Shawnee Mission Health *Living in Vitality* event as a \$5,000 Exhibit Sponsor at the Overland Park Convention Center located between OPK & MET. This is the premiere women's health event for the KC Metro. Through this uplifting and educational conference, wellness events, health screenings and more, LIV's mission is to empower KC women to live healthier lives.

Included in this recap are our sponsor benefits. At the event, we:

- Captured 457 email entries for a \$75 gift card drawing
- distributed 500+ Whole Deals
- Shared more than 1,000 Larabars (donated)
- Provided 1,250 bottles of Vitamin D in all the participant bags, which we donated instead of cash
- Presented an *Eating for Energy & Vitality Breakout Session* with Lisa Markley to a full room
- Provided a lunchtime door prize announced to the full room of more than 1,200 participants
- Wait! There's more! Flip to the next page and see. 😊





Living in Vitality

Empowering women for life.



- Jennifer has served on the Steering Committee for this event for the past 5 years.
- Through serving on the steering committee, we've:
 - made connections in the community
 - gotten our products into the hands of local women interested in taking care of their health
 - had the opportunity to fill needs for Shawnee Mission Health as they've arisen by offering our services through classes, tours, and events and reach an expanded audience of current and potential shoppers.
- This year, we provided Whole Foods Market private label Vitamin D with Vitamin Club Cards and a custom Vitamin D card explaining the benefits of Vitamin D. This gift was included in the practically famous attendee gift bag.
- A huge thanks goes out to the Front End Team for helping to assemble these Vitamin D gifts!





Living in Vitality

Empowering women for life.



EVENTS & CLASSES



Our Cooking Classes were promoted through Shawnee Mission Health email blasts.

- Each of these 5 email blasts featuring our Whole Foods Market Cooking Classes went to nearly 40,000 Shawnee Mission Health Subscriber.
- This promotion helped fill the classes and get the word out that Whole Foods Market offers healthy eating education classes endorsed by a leader in local healthcare-Shawnee Mission Health.

Spring Brunch Cooking Class

April 19 / Noon-2:30 p.m. / \$25

Instead of settling for long wait times and cold eggs, grab your mother, daughter, sister or friend and come to this fun cooking class. Join registered dietitian Lisa Markley at Whole Foods and learn her favorite healthy, spring-inspired brunch dishes. You will leave this class inspired to create a delicious home-cooked brunch for your loved ones that will make them feel special. Recipe packets and tastings provided.

[Register Online](#) →

Join Us for These Upcoming LIV-Sponsored Events

Taste of Summer Cooking Class

June 10 / 6-8:30 p.m. / Whole Foods Metcalf Cooking Studio / \$25

Summer is here and fresh produce abounds. Join LIV to celebrate summer flavors and cooking techniques with Lisa Markley, MS, RDN, where she will show you how to overcome your fear of the grill and create a well-balanced menu built on the season's finest ingredients. You will leave with a variety of cooking tips and strategies for getting more out of peak summer produce and won't leave without getting to taste several summer-inspired dishes, too. Recipe packet included.



[Register Online](#) →

Join Us for These Upcoming LIV-Sponsored Events

Taste of Summer Cooking Class

June 10 / 6-8:30 p.m. / Whole Foods Metcalf Cooking Studio / \$25

Summer is here and fresh produce abounds. Join LIV to celebrate summer flavors and cooking techniques with Lisa Markley, MS, RDN, where she will show you how to overcome your fear of the grill and create a well-balanced menu built on the season's finest ingredients. You will leave with a variety of cooking tips and strategies for getting more out of peak summer produce and won't leave without getting to taste several summer-inspired dishes, too. Recipe packet included.



[Register Online](#) →

Other Upcoming LIV Events

Going Gluten-Free – Tour & Tasting

July 23 / 6-8 p.m. / Whole Foods Metcalf / Free

Whether it's a dietary restriction or lifestyle change, giving up gluten can be overwhelming and confusing. Lisa Markley, MS, RDN, will support you with step-by-step guidance on how to stock your pantry with some gluten-free essentials. She will also share strategies for preparing simple yet nourishing recipes, and you will have the opportunity to taste a variety of gluten-free options. Class will finish with a tour of gluten-free products throughout the store.



[Register Online](#) →

Healthy One-Pot Meals

Oct. 22 / 6-8 p.m. / Whole Foods Metcalf / \$18

Looking for quick, easy and efficient ways to get healthy meals on the table? Join Lisa Markley, MS, RDN, in the Whole Foods Market Cooking Studio where she will guide you through a few simple and delicious family-friendly recipes that are able to be made in one pot or dish. Recipes and tastings provided.



[Register Online](#) →



Living in Vitality

Empowering women for life.



EVENTS & CLASSES



Our Cooking Classes were promoted in print Shawnee Mission Health materials.

- Living Healthy Magazine is produced by Shawnee Mission Medical Center and contains the latest information on a wide range of health topics and treatments and is mailed to 35,000 households in Johnson County and the KC Metro.
- Stethoscope is produced by Shawnee Mission Health and contains the latest information on a wide range of health topics and treatments. (Internal for employees mostly)
- Our Spring Brunch Class was included in both publications!

SPRING 2015
LIVING HEALTHY
Shawnee Mission Health's quarterly journal of family health

OUR COMMITMENT GROWS EVEN STRONGER

Widening Gynecologic, Oncology Specialists to the Shawnee Mission Cancer Center

Emotional changes after breast biopsy PAGE 10

Introducing LIV: Living in Vitality PAGE 12

Shawnee Mission Health Specialty Center's full spectrum of services PAGE 18

Community Wellness & Parenting Clinic PAGE 20

10 | March 2015 | Spring 2015

INTRODUCING LIV: LIVING in VITALITY

Shawnee Mission Health (SMH) is proud to have hosted Speaking of Women's Health (SWH) for the past 17 years. While we don't own the SWH name, we have licensed and used it to its full capacity. Coming off another sold-out conference in October 2014, we have decided now is the time to announce a new name for the program.

SMH is pleased to introduce **LIV: Living in Vitality**. **Vitality** is a state of mind, a state of being. Through our uplifting and educational annual conference, wellness events, activities and more, **LIV** will empower Kansas City women to live healthier lives physically, mentally and spiritually. Whether juggling responsibilities as a new mom, or a woman looking to remain energized well into retirement, **LIV** will give women the tools to achieve optimal health.

Rest assured that everything you love about **SWH** will be still be part of **LIV**. While the annual conference will always evolve, we will continue to connect Kansas City women with top local and national speakers on topics important to all aspects of health.

Please save the date for our 18th annual conference on Friday, Oct. 2. Visit ShawneeMission.org/LIV to learn more.

Join us at these upcoming LIV events:

Spring Branch Cooking Class April 19 | Noon | Whole Foods | Instead of settling for long wait times and cold eggs, grab your mother, daughter, sister or friend and come to this fun cooking class. Join registered dietitian Lisa Markley at Whole Foods and learn her favorite healthy, spring-inspired brunch dishes. You will leave this class inspired to create a delicious home-cooked brunch for your loved ones that will make them feel special. Recipe packets and tastings provided. Register online at: wholfoods.com/wholfoods.com | \$25

The Whole30 presented by Melissa and Dallas Hartwig April 28 | 7 p.m. | Unity Temple | Join Shawnee Mission Health and Unity Temple for a special presentation with Melissa and Dallas Hartwig, co-authors of *The Whole30: The 30-Day Guide to Total Health and Food Freedom* and the New York Times best-selling book *It Starts With Food*. They will discuss their stand-alone, step-by-step plan to help you break unhealthy habits, reduce cravings, improve digestion and strengthen your immune system. Then, Angen Schickel, Naturopathic Doctor at Shawnee Mission Health, will facilitate a question and answer session with Melissa and Dallas. Signed books will be available for purchase for \$30. Registration is required. Reserve your spot online at: wholfoods.com/wholfoods.com | \$30

Financial Health 101: A Millennial's Guide to Living with Financial Freedom May 13 | 9:30 a.m. | Central Exchange Downtown | Have money, more problems. As they continue to grow their careers and their families, millennial women are facing tough financial decisions often for the first time. What are the things you need to know in order to take control of your financial future? **LIV** is pleased to partner with Mariner Wealth Advisors to bring you this open panel discussion, featuring top financial advisors, Katie Fitzgerald and Sarah Teal. These industry veterans will share the insight they've learned through their own experiences as well as industry trends. Enjoy heavy hors d'oeuvres and refreshments, and you listen and engage with our panelists. Register online at: ShawneeMission.org/Events | Free

Evening for Women - Health in Your 20s and 30s June 16 | 6 p.m. | Shawnee Mission Primary Care - Lenexa | If as few know one thing that's true, it's that young women are not making time for themselves and their health. If that sounds like you, now is the time to take control of your future as a happy, healthy woman. Join the well-being experts from Shawnee Mission Health for a girl's night out of education, food and fun. Learn what areas of your health deserve the most attention in your 20s and 30s, how to keep your skin looking great and a healthy recipe you can enjoy on the go. You'll also receive valuable screenings like cholesterol, emotional wellness, cancer risk and more. Register online at: ShawneeMission.org/Events | \$20

stethascop
News & Events at Shawnee Mission Health

March 2015 Issue Number 3

Introducing LIV: Living in Vitality

LIV Living in Vitality Shawnee Mission Health (SMH) is proud to have hosted Speaking of Women's Health (SWH) for the past 17 years. While we don't own the SWH name, we have licensed and used it to its full capacity. Coming off another sold-out conference in October 2014, we have decided now is the time to announce a new name for the program.

SMH is pleased to introduce **LIV: Living in Vitality**. **Vitality** is a state of mind, a state of being. Through our uplifting and educational annual conference, wellness events, activities and more, **LIV** will empower Kansas City women to live healthier lives physically, mentally and spiritually. Whether juggling responsibilities as a new mom, or a woman looking to remain energized well into retirement, **LIV** will give women the tools to achieve optimal health.

Rest assured that everything you love about **SWH** will be still be part of **LIV**. While the annual conference will always evolve, we will continue to connect Kansas City women with top local and national speakers on topics important to all aspects of health.

Please save the date for our 18th annual conference on Friday, Oct. 2. Visit ShawneeMission.org/LIV to learn more.

Join us at these upcoming LIV events:

Plant Herb Container and Spring Vegetable Gardens March 20 | 9 a.m. | Family Tree Nursery Family Tree Nursery will host a demonstration and garden talk on how to plant and arrange container herb gardens, as well as how to grow vegetables in containers and in the ground. Come see how easy it is to add a little home-grown flavor to your favorite dish! Participants will also have a chance to see a garden basket filled with goodies from the Nursery. Register by calling the ASK-A-NURSE Resource Center: 913-570-7777. Free.

Spring Branch Cooking Class April 19 | Noon | Whole Foods Instead of settling for long wait times and cold eggs, grab your mother, daughter, sister or friend and come to the fun cooking class. Join registered dietitian Lisa Markley at Whole Foods and learn her favorite healthy, spring-inspired brunch dishes. You will leave this class inspired to create a delicious home-cooked brunch for your loved ones that will make them feel special. Recipe packets and tastings provided. Register online at: wholfoods.com/wholfoods.com | \$25

The Whole30 presented by Melissa and Dallas Hartwig April 28 | 7 p.m. | Unity Temple Join Shawnee Mission Health and Unity Temple for a special presentation with Melissa and Dallas Hartwig, co-authors of *The Whole30: The 30-Day Guide to Total Health and Food Freedom* and the New York Times best-selling book *It Starts With Food*. They will discuss their stand-alone, step-by-step plan to help you break unhealthy habits, reduce cravings, improve digestion and strengthen your immune system. Then, Megan Schickel, ND, Naturopathic Doctor, will facilitate a question and answer session with Melissa and Dallas. Signed books will be available for purchase for \$30. Registration is required. Reserve your spot online at: wholfoods.com/wholfoods.com | Free

March Events

- Brain Injury Awareness Month
- Colorectal Cancer Awareness Month
- Hemophilia Awareness Month
- Kidney Month
- Nutrition Month

Chapel Services March

- 77 Espinosa Dominguez

ShawneeMission stethascop



Living in Vitality

Empowering women for life.



Community Liaison, Lisa Markley (formerly our Healthy Eating Specialist), taught a break out session to a packed house below.

At lunch, Garmin gave away a Vivofit to 1 person at each table, which Lisa won! 😊

Super big thanks to:

- Analisa and her team's help to order-up on all the Vitamin D
- Lisa for leading the Break Out Session
- Anna Nicoletta for helping Lisa at the event and for her team's support with Vitamin D gifts
- and Tara's support working the table with me at the event!



WFMOverlandPark Retweeted

ShawneeMissionHealth @smmckc · Oct 2

Full room with Lisa Markley talking on eating for energy and vitality sponsored by @WFMOverlandPark #livkc





Living in Vitality

Empowering women for life.



FYI: Our 2015 Sponsorship Contract

February 2, 2015

2015 LIV – Living in Vitality – Sponsor Agreement

Whole Foods Market agrees to be an Exhibit Sponsor of Liv: Living in Vitality (Formerly Speaking of Women's Health) in Kansas City, a one-day women's health conference to be presented by Shawnee Mission Medical Center (SMMC) on October 2, at the Overland Park Convention Center.

As an Exhibit Sponsor, Whole Foods Market will host a booth with skin care related products and samples, contribute 1,250 pre-approved gifts to be inserted in the attendees gift bags, a gift basket for the lunch give-away and gift baskets for each keynote speaker. Whole Foods Market will host the steering committee October wrap up lunch and provide a cooking class for the 12 – 15 Cardiometabolic Program for Life enrollees in conjunction with LIV. → [for tea] JSM

As an Exhibit Sponsor Whole Foods Market will receive:

Print

- Listed as a sponsor on the back of the conference program.
- Listed as the sponsor of the specific health screening/booth activity inside the conference program.

Electronic

- Listed as a sponsor on the LIV: Living in Vitality's health web pages at ShawneeMission.org/swh.
- Link from the Kansas City Speaking of Women's Health web pages to the sponsor's home page.

Day of Event

- One 8' table or an approved display in the exhibit area.
- Listed as a sponsor on on-site signs listing all sponsors.
- The opportunity to contribute gifts to the gift bags given to all attendees.

Networking

- Opportunity to have one company representative serve on the LIV: Living with Vitality steering committee, which oversees and coordinates the conference and related outreach efforts. Committee meets monthly from February through September.

Tickets

- Five complimentary tickets to the conference.

Additional Events

- Shawnee Mission Medical Center will partner with Whole Foods Market to offer three cooking classes at Whole Foods Cooking Studio. These will be marketed through monthly e-blasts, Ask-A-Nurse and Living Healthy Magazine.

This agreement, once approved by Shawnee Mission Medical Center and Whole Foods Market or its representative, is binding and is in effect until thirty (30) days after the event is held. This agreement cannot be cancelled by Whole Foods Market. Should Shawnee Mission Medical Center cancel the conference for any reason, all contributed monies will be refunded in full. During the course of planning for and holding this event, Whole Foods Market agrees to indemnify and hold Shawnee Mission Medical Center harmless from all claims, demands, suits, actions, proceedings, costs, damages, expenses and/or