

Loews Coronado Bay Resort, San Diego, CA | Wednesday, September 17– Saturday, September 20, 2014

Conference Faculty

Learn from the **leading experts and researchers** about the preventive and healing power of plant-based nutrition.



Above: T. Colin Campbell, PhD; Thomas M. Campbell, MD; Brian Clement, PhD, NMD, LN; Caldwell Esselstyn, Jr., MD; Michael Greger, MD; Micaela Karlsen, PhD Candidate; Michael Klaper, MD; William Li, MD; Doug Lisle, PhD; James Loomis, Jr., MD; Terry Mason, MD, FACS; John McDougall, MD; Dean Ornish, MD; Michele Simon, JD, MPH; Scott Stoll, MD and Phil Tuso, MD, FACP

CME Accreditation

The International Plant-Based Nutrition Healthcare Conference has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the sponsorship of Coordinated Health. Coordinated Health is accredited by the Pennsylvania Medical Society to provide continuing medical education for physicians.

Coordinated Health designates this educational activity for a maximum of **20 AMA PRA Category 1 Credit(s)™**. Physicians should only claim credit commensurate with the extent of their participation in the educational activity. For more information, visit the Faculty & Accreditation section at www.pbnhc.com.

Who should attend?

Physicians representing each and every practice specialty area, nurses and all allied health practitioners—those who are dedicated to empowering patients and clients with the ultimate prescription.

Visit www.pbnhc.com, watch videos of last year's attendees and faculty members, and register to be part of a medical education event that many have said was "life changing"—for themselves, for their families and for their medical practices and patients.

Location

The luxurious Loews Coronado Bay Resort in San Diego will play host to the second annual International Plant-Based Nutrition Healthcare Conference.

Arrive early or stay an extra day or two following the conference to enjoy the breathtaking views, spa escapes, direct access to the Pacific Ocean and a stroll down the streets of San Diego's historic Gaslamp Quarter.



Delicious, health-promoting gourmet cuisine.

The conference kicks off on Wednesday evening with the official Welcome Dinner, concluding on Saturday, following lunch. In all, nine delicious, chef-prepared plant-based meals are included in your conference registration, served at a venue that's second to none.

Do no harm.

Is our current diagnose-and-treat “disease” care system a best practice? Or, are we, as physicians and medical professionals, unknowingly, doing harm?

Our current paradigm of patient disease management will only change with a physician-led grassroots movement to educate the medical community, inspiring practitioners to utilize nutrition as the foundation for treatment. In the spirit of the Hippocratic Oath, we invite you to join us.

— Scott Stoll, MD, conference co-founder



Transforming “disease” care to “health” care.

Join many of the leading names in preventive, nutritional medicine—names like Campbell, Esselstyn and Ornish—who will be presenting as part of the **conference faculty** for this second annual CME accredited event. Learn, first hand, from the experts about the efficacy of plant-based nutrition in its ability to prevent, suspend and, often, even reverse the chronic, degenerative diseases that are pervasive in our patient populations—afflicting both young and old.

It's exciting when you treat causation of disease: It's prompt, powerful and persistent. The power of this option needs to be clearly communicated to patients.

— Caldwell Esselstyn, Jr., MD, Conference Faculty and
Author, *Prevent and Reverse Heart Disease*

Experts agree.

70% or more of our healthcare costs are tied to the treatment of conditions that are preventable—all too often a result of dietary lifestyle. The Standard American Diet, which we've exported abroad, is wreaking havoc on human health and healthcare costs.

Consider the looming domestic and global pandemic of Type 2 diabetes, no longer referred to as adult-onset due to the alarming rise in our youth population. Research has shown that Type 2 diabetes is largely preventable and even reversible when patients shift to a predominantly whole food, plant-based diet.

Educate. Equip. Empower.

The good news is that science now overwhelmingly supports nutritional medicine as the foundational pillar of prevention. Seize the opportunity to learn about the solid science behind plant-based nutrition.

Presented with a commitment to intellectual integrity, without bias or influence, the conference objective is to reach the gatekeepers of dietary recommendations—our nation's physicians and medical professionals—proving the benefits of this dietary lifestyle through an in-depth review of current and progressive scientific research.

Registration

\$1245—MD, DC, DO, ND and other physicians.
\$1145—PA, NP, RN, RD and other nurses, pharmacists, executive chefs, allied health professionals, health coaches and practitioners in training.

Early bird discount is available through June 9, 2014.
Space is limited, so register today!

Registration includes nine plant-based meals, course materials, presentation booklet, conference memento and up to 20 CME credits.

To register online or download a PDF mail-in registration form, visit the Registration page at www.pbnhc.com.

Conference presented by:  The Plantrician Project