

Final Program



October 25-27, 2010
JW Marriott Orlando Grande Lakes®
Orlando, Florida

Shaping Issues.
Creating Connections.

2010: The GPO Centennial
Celebrate 100 years of GPOs and 20 years of HIGPA!





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Welcome to the Expo!



On behalf of the Health Industry Group Purchasing Association (HIGPA) and the Healthcare Industry Supply Chain Institute (HISCI), we welcome you to the 2010 International Expo. This year's Expo theme is all about **Shaping Issues** and **Creating Connections**. Top-notch speakers combined with networking opportunities guarantee to bring this theme to life.

This year's educational content will deliver **dynamic, relevant session topics** such as Healthcare Reform Measures, The GPO and Vendor Relationship, Health Policy and Reimbursement, Supplier Diversity and Innovation, and Supply Chain Standards. We are also featuring **Dr. Tevi Troy** and **Dave Barry** as Expo's keynote speakers.

In addition to our exciting educational sessions, we have included new networking opportunities to the Expo to ensure you have ample time to create new connections. We encourage you to participate in Monday evening's **Iron Chef Orlando**, a cooking-themed Chairmen's Welcome Reception consisting of networking and team-building built around a competition hosted by professional chefs.

In conjunction with this event, and in support of our organization's **Corporate Social Responsibility Program**, HIGPA and HISCI member organizations will be—and have been—participating in an effort to raise money for a local food bank, the **Second Harvest Food Bank** in Orlando. A donation check will be given to Second Harvest during the Tuesday evening general session dinner. We invite you and your company to participate in this worthy event.

You will also have the opportunity to connect with business partners at the highly anticipated two-day **Reverse Tradeshow**, as well as the new GPO Executive Lunch. The **GPO Executive Lunch** will provide you with the same type of networking opportunities as the popular GPO Executive Breakfast did in past years. Suppliers will be able to sign up for both the lunch and breakfast fifteen minutes prior to each session's start time and submit their preferences on which GPO leaders they would like to meet with (first-come, first-served; seating will be assigned). Also new this year, we have included time for private business meetings to give you and your company an opportunity for more one-on-one time to conduct business.

We hope you take advantage of all that this year's Expo event has to offer! Welcome and thank you for joining us in Orlando.

Sincerely,



Dee Ann Cross
Expo Committee Co-Chair
Director, Operations
Novation, LLC



Dennis Daar
Expo Committee Co-Chair
Managing Partner,
Medical Strategies
International, LLC

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We gratefully acknowledge our sponsors' contributions to the enhancement of the educational program. Note that the opinions expressed by the assembled speakers do not necessarily represent the view of any of the sponsoring organizations, their employees, or their management.

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2010: The GPO Centennial Celebrate 100 years of GPOs and 20 years of HIGPA!

In 1910, the first GPO was created—the Hospital Bureau of New York. For many decades, healthcare GPOs grew slowly in number, with fewer than a dozen in the early 1960s. During the last quarter of the 20th century, the importance of GPOs grew as hospitals were faced with rising expenditures due to phenomenal advances in care and an aging population, as well as falling reimbursements from both the government and private sector payers. The Health Industry Group Purchasing Association (HIGPA) was formed in 1990. HIGPA is a broad-based trade association that represents 16 group purchasing organizations, including for-profit and not-for-profit corporations, purchasing groups, associations, multi-hospital systems, and healthcare provider alliances.

Schedule of Events

SUNDAY, OCTOBER 24

4:00 p.m. – 6:30 p.m.

Registration Open

Mediterranean Foyer

6:00 p.m. – 8:00 p.m.

HIGPA & HISCi Member Outdoor Reception

Quench Poolside Restaurant

MONDAY, OCTOBER 25

7:00 a.m. – 6:30 p.m.

Registration Open

Mediterranean Foyer

8:00 a.m. – 9:30 a.m.

Pre-Conference Account Executives Workshop

Mediterranean 2

8:30 a.m. – 9:00 a.m.

HIGPA Member Meeting

Cordova 1

9:00 a.m. – 9:30 a.m.

HISCi Member Meeting

Cordova 1

9:30 a.m. – 10:00 a.m.

First-Time Attendee Welcome & Orientation

(first-time attendees only)

Mediterranean 1

Dee Ann Cross, Director of Operations, Novation, LLC

Dennis Daar, Managing Partner, Medical Strategies International, LLC

Kim Kersten, Executive Account Director, AstraZeneca Pharmaceuticals

Pam Letendre, National Healthcare Manager, OfficeMax

Enjoy a warm welcome from industry leaders and hear about the networking opportunities and educational content available at this year's Expo. In addition, panelists will provide newcomers with vital information on how to get the most value out of Expo and how to engage in appropriate discussions. Ample time will be allocated for questions from the audience.

9:30 a.m. – 10:30 a.m.

Coffee Break

Sponsored by Abbott Laboratories

Mediterranean Foyer

10:15 a.m. – 10:30 a.m.

Welcome/Opening Remarks & Presentation of the 2010 HIGPA Achievement Award

Mediterranean 4 & 5

Curtis Rooney, HIGPA President

Rand Ballard, HIGPA Chair

Darrel Weatherford, HISCi Chairman



10:30 a.m. – 11:15 a.m.

Opening General Session with The Honorable Tevi Troy, PhD

Sponsored by Amerinet, Inc.

Mediterranean 4 & 5

Tevi Troy is a Visiting Senior Fellow at the Hudson Institute, a Senior Fellow at the Potomac Institute, and a writer and consultant on healthcare and domestic policy. From 2007 to 2009, Dr. Troy was the Deputy Secretary of the U.S. Department of Health and Human Services. After receiving his PhD in American Civilization from the University of Texas, Dr. Troy dedicated a dozen years to public service, working at senior levels in the U.S. House of Representatives, the U.S. Senate, executive agencies, and the White House. Before coming to HHS, Dr. Troy served as Deputy Assistant to the President for domestic policy. Dr. Troy is the author of *Intellectuals and the American Presidency: Philosophers, Jesters, or Technicians*. He also appears frequently on television and radio to discuss healthcare and other issues, and is a regular contributor to National Review Online.

11:30 a.m. – 1:00 p.m.

NEW! GPO Executive Lunch

Sponsored by Cardinal Health

Mediterranean 1-3

The GPO Executive Lunch provides you with the same type of networking opportunities as the popular GPO Executive Breakfast did in past years. This session gives suppliers the opportunity to meet exclusively with GPO industry leaders, discuss relevant healthcare issues and business practices, and hold open discussions on a set of common topics. Suppliers interested in participating in this networking lunch should sign up onsite starting at 11:15 a.m. (15 minutes before the session begins). Seating will be assigned on a first-come, first-served basis, and suppliers may submit their preferences on which GPO they would like to meet with, as well as their preferred industry sector (pharmacy, med/surg, capital equipment). Note: A buffet lunch will be provided in the Porte-Cochere to those attendees not participating in the GPO Executive Lunch.

11:30 a.m. – 1:00 p.m.

Buffet Lunch

(for those Expo attendees not attending the GPO Executive Lunch)

Sponsored by Cardinal Health

Porte-Cochere

1:00 p.m. – 3:00 p.m.

Reverse Tradeshow

Lower Level Conference Rooms

The Reverse Tradeshow is an opportunity for GPOs and IDNs to meet with their supplier partners in individually-dedicated meeting areas, strengthen partner relationships, and facilitate the sales process. Go to page 14 to view the list of GPO companies exhibiting and conference room locations.

3:00 p.m. – 3:30 p.m.

Coffee Break

Sponsored by Abbott Laboratories

Mediterranean Foyer

Schedule of Events *(continued)*

3:00 p.m. – 4:30 p.m.

General Session: An Update on Supply Chain Standards

Mediterranean 1 & 2

Patricia Klancer, Chair, Committee for Healthcare eStandards (CHeS)

Jean Sargent, CMRP, FAHRMM, Director of Supply Chain, University of Southern California

Rick Weinberg, Chairman, HISCI Rostering Taskforce

Moderator: **John Roberts**, Director of Healthcare, GS1 Healthcare US

Panelists will discuss the latest changes affecting supply chain standards and provide updates on current initiatives of the Committee for Healthcare eStandards (CHes), GS1 Healthcare US, provider supply chain standards, and the HISCI Rostering Taskforce. Topics will include the GLN sunrise and its importance to suppliers, the implementation of the universal roster for all GPOs, the CIHL survey, GS1 system readiness and success stories, and improving supply chain management.

4:45 p.m. – 5:45 p.m.

Concurrent Session: Supplier Diversity and Innovation

Mediterranean 3

Lamont Robinson, Director, Supplier Diversity, Novation, LLC

This session explores diversity in the GPO and supplier communities by examining the scope of current diversity initiatives and reviewing diversity success stories as case studies. Learn about the breakdown of contract categorization, along with tactics that can be employed to ensure workforce diversity in large suppliers.

4:45 p.m. – 5:45 p.m.

Concurrent Session: Optimizing Collaborative Purchasing: Lessons from Abroad

Mediterranean 1 & 2

Eugene Schneller, PhD, Professor, Director, Healthcare Sector Supply Chain Management & Policy, W.P. Carey School of Business, Arizona State University

Dr. Schneller returns to the Expo this year with an exciting new overview of group purchasing in Europe. This session focuses on issues associated with the "centralization versus regional consortium" debate. In addition, Dr. Schneller discusses the opportunities and challenges that GPOs face in Europe, and offers advice for GPOs in the United States.

6:00 p.m. – 7:30 p.m.

Chairmen's Welcome Reception: Iron Chef Orlando

Mediterranean 4 & 5

Hosted by the chairs of HIGPA and HISCI, the reception honors the Board of Directors, industry leaders, and those who have committed time and energy to advancing the missions of both organizations. This year's reception will feature an Iron Chef-themed team-building and networking activity built around a competition hosted by professional chefs. In conjunction with this event, and in support of our organization's Corporate Social Responsibility Program, HIGPA and HISCI member organizations will be—and have been—participating in an effort to raise money for a local food bank, the Second Harvest Food Bank in Orlando. A donation check will be given to Second Harvest during the Tuesday evening general session dinner.

Please arrive promptly at 6:00 p.m. for Iron Chef Orlando, as participants will be placed onto teams.



TUESDAY, OCTOBER 26

7:30 a.m. – 4:15 p.m.

Registration Open

Mediterranean Foyer

7:30 a.m. – 8:30 a.m.

Continental Breakfast

Sponsored by AstraZeneca Pharmaceuticals

Mediterranean Foyer

7:45 a.m. – 8:45 a.m.

GPO Executive Breakfast

Sponsored by Premier healthcare alliance

Mediterranean 1-3

As with the GPO Executive Lunch, this session provides an additional networking opportunity for suppliers to meet exclusively with GPO industry leaders and discuss relevant healthcare issues and business practices. Suppliers interested in participating in this networking breakfast should sign up starting at 7:30 a.m. (15 minutes before the session begins). Seating will be assigned on a first-come, first-served basis, and suppliers may submit their preference regarding which GPO they would like to be seated with as well as their preferred industry sector (pharmacy, med/surg, capital equipment).

8:45 a.m. – 9:00 a.m.

Coffee Break

9:00 a.m. – 10:00 a.m.

General Session: Core Measures and Changing CMS Regulation

Mediterranean 4 & 5

Karen Linscott, Vice President, Evidence-Based Medicine, Avalere Health

This session explores CMS issues such as outcomes, reimbursement, current trends, and how hospitals will be measured. Learn about quality improvement, evidence-based medicine, and the pending changes as a result of Healthcare Reform. In addition, hear how suppliers and providers can work collaboratively to enhance patient care.

10:00 a.m. – 10:15 a.m.

Coffee Break

Mediterranean Foyer

10:15 a.m. – 11:15 a.m.

General Session: Healthcare Reform: Effects on the Supply Chain

Mediterranean 4 & 5

Charles B. Root, PhD, Founder and President, CodeMap®

Dr. Charles Root is founder and president of CodeMap®. He has provided laboratory coding and reimbursement information to healthcare providers and manufacturers for more than 18 years regarding compliance, coding, and economic issues. Dr. Root provides an overview of the Patient Protection and Affordable Care Act of 2010 (PPACA), better known as Healthcare Reform. In addition, he provides insight on what this new legislation will mean to various healthcare constituents, with special focus on manufacturers, suppliers, and the healthcare supply chain.

Schedule of Events *(continued)*

11:15 a.m. – 1:45 p.m.

Reverse Tradeshow & Lunch

Lower Level Conference Rooms

Continue doing business during the second day of the Reverse Tradeshow. Go to page 14 to view the list of GPO companies exhibiting and conference room locations. A buffet lunch will be provided to all attendees in the foyer of the tradeshow area.

1:45 p.m. – 3:15 p.m.

General Session: The GPO and Vendor Relationship

Mediterranean 4 & 5

Randall Walter, FACHE, Executive Vice President, Amerinet, Inc.

Peter Allen, Senior Vice President, Sourcing Operations, Novation, LLC

Tim Rezash, Vice President, Medical/Surgical Contracting,

Child Health Corporation of America

Mark Miriani, President, MedAssets

John Biggers, Group Vice President, Sourcing and Contracts,

Premier healthcare alliance

Kerry Tucker, Senior Vice President, Supply Chain Services,

The Broadlane Group

Moderator: **John Pritchard**, President, USLifeLine, an MDSI Company
and Publisher, The Journal of Healthcare Contracting

Hear from top GPO contracting experts in the industry about how they do business. Panelists discuss ways to strengthen relationships between GPOs and suppliers, and provide advice on how to enhance the value of those partnerships.

3:15 p.m. – 4:00 p.m.

NEW! Private Business Meetings

New this year, we have allocated time in our program for you and your company to conduct business. Use this time to meet with new business partners or strengthen the relationship with existing ones. Note: Attendees are responsible for setting up business meetings.

4:00 p.m. – 4:30 p.m.

Break

Mediterranean Foyer

4:00 p.m. – 5:00 p.m.

General Session: The Washington Update

Mediterranean 4 & 5

Bob Van Heuvelen, VH Strategies


John Easton, VH Strategies

Melissa Schulman, Bockorny Group

Diane Major, Bockorny Group

Moderator: **Blair Childs**, Senior Vice President of Public Affairs,
Premier healthcare alliance

Get a front row seat to hear Washington insiders provide a real-time update on the current state of the nation and the real story of what's happening on the Hill. This panel discusses the latest developments in Washington, including the implications of healthcare reform to hospitals, doctors, and other providers, a discussion of current healthcare legislation, and the latest breaking news from the point of view of these healthcare lobbyists.



6:00 p.m. – 8:00 p.m.

General Session Keynote: Dinner with Dave Barry

Mediterranean 4 & 5

Enjoy dinner with colleagues and business partners while hearing our keynote speaker, Dave Barry.

WEDNESDAY, OCTOBER 27

7:30 a.m. – 11:00 a.m.

Registration Open

Mediterranean Foyer

7:30 a.m. – 8:30 a.m.

Continental Breakfast

Mediterranean Foyer

8:30 a.m. – 9:30 a.m.

General Session: Healthcare 2015: Implications of Current Changes Affecting Business for Group Purchasing, PhRMA, Devices, and Capital

Mediterranean 4 & 5

Gunter Wessels, PhD, Partner, Total Innovation Group, Inc.

Change in healthcare is upon us! Learn how to interpret the signs and prepare for change so you can differentiate your organization, better serve your clients, and understand their needs. Gunter Wessels delivers an actionable and dynamic presentation on the current strategic implications of healthcare reform, how reform affects GPOs and suppliers, and how to evolve the GPO industry.

9:30 a.m. – 11:00 a.m.

General Session: State of the Industry: Post-Healthcare Reform

Mediterranean 4 & 5

Rand Ballard, MBA, Office of the Chief Executive, Senior Executive

Vice President, Chief Operating Officer, and Chief Customer Officer, MedAssets

Todd Ebert, President and Chief Executive Officer, Amerinet, Inc.

Don Black, President, Child Health Corporation of America

Patrick Ryan, Chairman and CEO, The Broadlane Group

Moderator: **Shawn Rhea**, Reporter, Modern Healthcare/Crain Communications

HIGPA's Board of Directors discuss the state of the industry and how healthcare reform legislation has affected their business, members, and customers. In addition, they offer an outlook on the future of the industry.

11:00 a.m. – 11:15 a.m.

Closing Remarks

Mediterranean 4 & 5

Meredith Young, HISCI Executive Director

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HIGPA and HISCI extend their thanks to the 2010 International Expo sponsors.

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www.premierinc.com

Premier is a performance improvement alliance of more than 2,400 U.S. hospitals and nearly 70,000 other healthcare sites working together to achieve high quality, cost-effective care. Owned by not-for-profit hospitals, Premier maintains the nation's most comprehensive repository of clinical, financial, and outcomes information and operates a leading healthcare purchasing network. A world leader in helping deliver measurable improvements in care, Premier works with the Centers for Medicare & Medicaid Services and the United Kingdom's National Health Service North West to improve hospital performance. Headquartered in Charlotte, North Carolina, Premier also has offices in San Diego, Philadelphia, and Washington.

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As a leading national healthcare group purchasing organization, Amerinet strategically partners with acute and alternate care providers to reduce costs and improve quality through its performance solutions. Built on a foundation of data, savings, and trust, and supported by a team of clinical and supply chain experts, Amerinet enriches healthcare delivery for its members and the communities they serve.

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Major Accounts Exchange (The MAX) is the leading online market intelligence and education source that helps suppliers maximize IDN and GPO contracts. Suppliers rely on The MAX to strategically target more than 1,200 IDNs and systems, 5,500 hospitals, and every GPO. The Max also trains entire organizations on the healthcare market through its online education modules: MAX Online Education (MOE).

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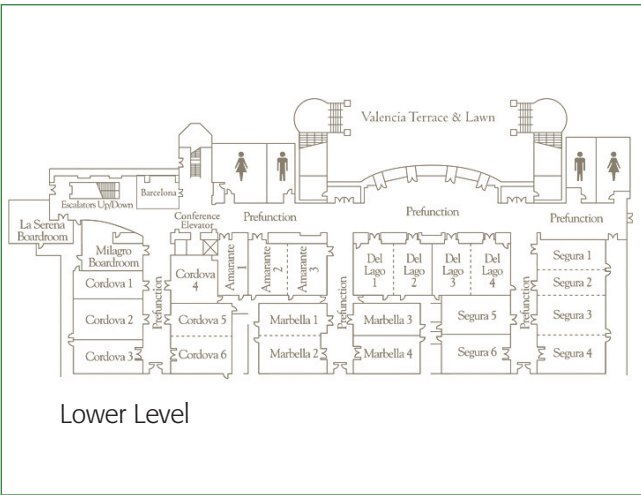
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www.astrazeneca-us.com

AstraZeneca is a global, innovation-driven biopharmaceutical business with a primary focus on the discovery, development, and commercialization of prescription medicines. As a leader in gastrointestinal, cardiovascular, neuroscience, respiratory and inflammation, oncology, and infectious disease medicines, AstraZeneca generated global revenues of \$32.8 billion in 2009. In the United States, AstraZeneca is a \$24.8 billion healthcare business. For more information about AstraZeneca in the United States or their AZ&Me™ Prescription Savings programs, please visit their Web site or call (800) AZandMe (292-6363).

Reverse Tradeshow

Amerinet, Inc.	Marbella 2
The Broadlane Group	La Serena Boardroom
Child Health Corporation of America	Segura 2
Consorta, Inc.	Marbella 1
GNVHA Ventures, Inc.	Segura 4
HealthTrust Purchasing Group	Marbella 1
Innovatix	Segura 4
MedAssets	Cordova 2
MMCAP	Milagro Boardroom
Novation, LLC	Cordova 6
Premier healthcare alliance	Segura 3
Provista	Cordova 5



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Expo Speakers



Peter Allen is Senior Vice President, Sourcing Operations at Novation. He leads the strategic direction as well as the daily operations of Novation's contracting and program services. Allen joins Novation with more than 18 years of in-depth healthcare supply chain experience. His skill set includes extensive experience in the areas of cross-functional management, profit and loss responsibility, marketing, sales management,

distribution management, new product development, political lobbying, and people development. Prior to joining Novation, he served in numerous positions at BD Medical, including National Accounts Director, Political Lobbyist, and, since 2002, has led the worldwide Infusion Therapy Business Unit. He spent five years with Kimberly-Clark Corporation, where he was responsible for national accounts and global healthcare marketing. In addition, for the past 10 years, he has been an active fundraiser, medical team leader, volunteer, and member of the Board of Directors for the Project Perfect World Foundation, a non-profit charity dedicated to improving the lives of children in the developing world. Allen earned a Master of Business Administration degree in Marketing and International Business from the University of Texas and a Bachelor of Science degree in Finance from Pennsylvania State University.



Rand Ballard serves as Senior Executive Vice President, Chief Operating Officer, and Chief Customer Officer for MedAssets. His responsibilities include developing leadership, training, and accountability for all various functions for MedAssets businesses. Prior to joining MedAssets, Rand's most recent experience was at Cardinal Healthcare. He was accountable for implementing contracts with subsequent annual sales

of \$1.6 billion. Mr. Ballard holds an MBA from Pacific Lutheran University with a triple major in Finance, Operations, and Marketing. Rand was a Deans' List undergraduate at the United States Military Academy at West Point and holds a Bachelor of Science degree with concentration in Nuclear Physics, Nuclear Engineering, and Business Law. In addition to his position at MedAssets, Rand serves as immediate past Chairman of the Board of the Meals on Wheels Association of America Foundation, Chair of the Healthcare Industry Group Purchasing Association (HIGPA), and is Vice President of Health Careers Foundation, a non-profit organization addressing the employment needs of our returning veterans, under the Hire Heroes USA program.



Dave Barry is a humor columnist. For 25 years, he was a syndicated columnist whose work appeared in more than 500 newspapers in the United States and abroad. In 1988, he won the Pulitzer Prize for Commentary. Many people are still trying to figure out how this happened. Dave has also written a total of 30 books, although virtually none of them contain useful information. Two of his books were used as the basis for the CBS TV sitcom *Dave's World*, in which Harry Anderson played a much taller version of Dave. Dave plays lead guitar in a literary rock band called the *Rock Bottom Remainders*, whose other members include Stephen King, Amy Tan, Ridley Pearson, and Mitch Albom. They are not musically skilled, but they are extremely loud. Dave has also made many TV appearances, including one on the *David Letterman* show where he proved that it is possible to set fire to a pair of men's underpants with a Barbie doll. In his spare time, Dave is a candidate for President of the United States. If elected, his highest priority will be to seek the death penalty for whoever is responsible for making Americans install low-flow toilets.



John H. Biggers, Jr. is Group Vice President for Premier's Group Purchasing Services, where he oversees overall contract strategy development and negotiations. Biggers has more than 18 years of experience in business administration, healthcare management, physician relations, and financial management. Prior to his current position with Premier, he served in an administrative role with Premier Clinical Laboratory and Imaging Services, responsible for contracting strategy and operations. Biggers also formerly served as Vice President of Corporate Business Development for Premier, and, as team leader for projects focusing on energy services and laboratory services, initiated the creation of two new Premier departments that focused on improved healthcare system efficiencies in energy consumption and laboratory operations. Prior to Premier's formation, Biggers was Director of Corporate Accounts for the former SunHealth Alliance, based in Charlotte, North Carolina. His responsibilities included contract negotiations and vertical relationship integration between business partners, Premier, and the entire supply chain. He received his Master's Degree in Business Administration from the University of North Carolina at Charlotte, his Bachelor's Degree from the University of North Carolina at Chapel Hill, and completed a post-graduate Executive Development Program conducted by Northwestern University's Kellogg Graduate School of Management.



Don Black has served as President of Child Health Corporation of America (CHCA) since 1986. In this role, he has seen this business organization of pediatric hospitals grow from a handful of institutions to the nation's largest business alliance of children's hospitals. Black has worked in the healthcare industry for more than 30 years. He began his career at Creighton Omaha Regional Health Care Corporation in 1976.

From Omaha, he accepted a position at Excelsior Springs City Hospital where he served as Administrator. In 1979, he moved to Kansas City where he held a variety of positions with Health Midwest. His last assignment at Health Midwest was Vice President of Marketing and Development. In this position, Black was responsible for planning, directing, and controlling marketing and sales functions, developing corporate sales plans, and providing marketing consultation to the management of system hospitals. He also became an investment banker in 1984, specializing in healthcare at Piper, Jaffray & Hopwood, Inc. Black is involved in a number of professional organizations, including the American College of Healthcare Executives, the Society of Healthcare Planning and Marketing, The Young Presidents Organization, and the National Board of Children's Miracle Network. He currently serves on several outside corporate boards and charity organizations. He holds a Bachelor of Arts from the University of Kansas and a Master's Degree in Hospital and Healthcare Administration from the University of Minnesota.



Blair Childs is Senior Vice President of Public Affairs for Premier healthcare alliance, and is the primary spokesperson and communications strategist for Premier on key issues. He serves as liaison to the U.S. Congress, White House, healthcare policymakers, and other major bodies involved in healthcare policy and regulation. Based in Washington, DC, Childs leads Premier's Advocacy, Communications, and

Conferences Units and serves on the company's executive team. Childs has been at the center of policy issues in Washington, DC for more than two decades, playing a leading role on issues impacting medical devices, pharmaceuticals, insurers, and hospitals. Childs has been involved in developing and enacting Medicare and health reform legislation as well as leading the medical technology industry's development of a Code of Ethics. He is a respected and well-recognized expert on health policy and advocacy. Childs has held senior management positions in professional, trade, and advocacy associations and a Fortune 50 company. Prior to joining Premier, he was Executive Vice President of Strategic Planning and Implementation for AdvaMed, the Advanced Medical Technology Association. He has been responsible for organizing and leading public policy advocacy programs at the state and national levels on some of the nation's most visible and complex issues over the last two decades, including tort, Medicare, and healthcare reform.

Expo Speakers *(continued)*



John Easton joined VH Strategies in April 2009 after serving as Chief of Staff to Senator Gordon H. Smith (R-OR) for seven years. He is a veteran legislative, political, and media strategist, having spent his career leading congressional offices and political campaigns. While serving as Smith's top aide, Easton led the development and execution of the Senator's agendas on the Finance Committee, the Energy and Natural Resources Committee, and the Commerce Committee. He gained extensive experience advancing legislation to improve healthcare, transportation, and renewable energy. Easton managed Senator Smith's successful 2002 re-election campaign, which was called "the best campaign of 2002" on ABC's *This Week with George Stephanopoulos*. He also served as communications director in Smith's come-from-behind victory in Oregon's 1996 U.S. Senate race. Before his work for Senator Smith, Easton was Communications Director for the successful congressional campaign of Greg Ganske, who defeated a 36-year incumbent in 1994 to represent Iowa's 4th District. He then managed media relations and communications strategy in Ganske's congressional office. Easton also brings experience within trade associations. He has served as a Regional Political Director for the American Medical Association in the 2000 election cycle, helping to manage its political action committee and to oversee independent expenditure campaigns. He also helped manage media relations for the American Forest and Paper Association. Easton was raised in Portland, Oregon, and earned a B.S. in Journalism from the University of Oregon.



Todd C. Ebert, as President and CEO since May 2007, oversees the strategic vision and operational direction of Amerinet Inc., a 42,000-member group purchasing organization dedicated to providing practical solutions to help members reduce healthcare costs and improve healthcare quality. In 1991, Ebert joined Amerinet from Intermountain Healthcare, serving in progressive leadership roles including vice president of Amerinet's

pharmacy program, president of Amerinet's private-label company, Amerinet Choice® LLC, and Executive Vice President for Contracting Operations and Purchasing Program Development Units. He also served as President of Operations, and finally as President and Chief Operating Officer, before assuming his current role. Ebert carries extensive experience in several aspects of the healthcare industry. He is a former Vice President and General Manager of a specialty healthcare product logistics company, a Director of Hospital and Retail Pharmacy, and has owned and operated a nursing home clinical pharmaceutical consulting company. On an international level, he has provided pharmaceutical consulting to Albanian government officials and healthcare providers. Reflecting his status as an industry expert and a champion for reform in the healthcare group purchasing industry, Ebert is currently Chair-Elect of the Health Industry Group Purchasing Association (HIGPA) and previously served as Treasurer and Secretary. He is often requested as a guest speaker for industry events on subjects ranging from pharmacy to group purchasing trends and was also a consultant to President Clinton's Council on Year 2000 Conversion. Ebert holds Bachelor's Degrees in Pharmacy and Business Management from the University of Utah and a Master of Science Degree in Pharmacy Administration.



Patricia Klancer, MHA, CMRP, FCPHM, as Senior Director, provides leadership to the Diagnostix consultants and utilization managers on developing and implementing programs to help members recognize and sustain significant supply chain savings. Through state-of-the-art data management and analysis tools, Diagnostix helps healthcare providers identify cost savings opportunities, manage contracts, reduce supply chain expenses, and eliminate pricing variances. Klancer's leadership was a driving force in the development of the Amerinet Savings Roadmap, a program that has delivered more than 800 savings analyses in its first three years of operation. Klancer brings more than 25 years of experience in the healthcare supply chain industry. Prior to joining Amerinet, Klancer worked as a Supply Chain Consultant. Consulting engagements included supply chain assessments, materials management information systems, and non-salary expense reductions. Klancer also served as a Hospital-Based Materials Director. Her ability to communicate with clinicians, administrators, staff, and vendors enabled her to achieve win/win results in operations, systems implementation, supply chain excellence, and negotiated best pricing. In addition, Klancer managed a portfolio of contracts for a multi-hospital cooperative and implemented a value analysis program that generated a total savings of \$14 million. Klancer is a published author in *Healthcare Purchasing News*, *Journal of Healthcare Materials Management*, and *Hospital Materials Management Quarterly*. She has also lectured for Amerinet's Inquisit Speakers' Bureau, AHRMM, HCMMS, HFMA Chapters, and several other groups. Educational credentials include a Master of Health Administration and Bachelor of Arts in Psychology.



Karen Linscott, as the Director, Evidence-Based Medicine, provides clients with strategic policy advice on a wide range of issues, including value-based purchasing, health reform, regional initiatives, and purchaser strategies. Prior to joining Avalere, Karen was part of the founding team of The Leapfrog Group, a nationally-recognized coalition of public and private purchasers focused on developing innovative payment

programs to achieve better quality and value in the healthcare system. Karen served in numerous roles at Leapfrog, including Chief Operating Officer and interim CEO. She also served on several national committees, including the National Quality Forum Priorities Partners, the National Committee for Quality Assurance Purchaser Council, and the Centers for Disease Control and Prevention workgroup on measurement in laboratory sciences. Previously, Karen was on the staff of the President's Advisory Commission on Consumer Protection and Quality in the Health Care Industry, and a project manager at Aetna. Karen earned a B.S. in Physical Therapy from Temple University. She also holds an M.A. in Bioethics from Georgetown University and a Graduate Diploma in Manipulative Physiotherapy from Curtin University, Australia. Karen is a licensed Physical Therapist.

Expo Speakers *(continued)*



Diane Major is a former top GOP Leadership Aide on Healthcare and co-chairs The Bockorny Group's growing healthcare practice. She specializes in helping trade association and freestanding healthcare clients navigate difficult Medicare and Medicaid legislative challenges. Major joined The Bockorny Group in February 2005, and since then, has secured a number of victories on behalf of her clients ranging from

minimizing congressional investigations to spearheading broad industry legislative authorization initiatives. As providers increasingly encounter scrutiny by the House and Senate Judiciary Committees, Major also has helped present their concerns through a unique healthcare lens. In addition, she has helped clients resolve regulatory matters. Prior to joining The Bockorny Group, Major served as the primary healthcare policy analyst for the Senate Republican Policy Committee, chaired by Senate Republican Whip Jon Kyl (R-AZ). In this position, Major was responsible for coordinating all health legislation with the Bush Administration and GOP Leadership considered on the Senate floor. In addition, she helped staff Senator Kyl during the Medicare Modernization Act conference. Major served as Senior Associate Director of Federal Relations for the American Hospital Association (AHA), where she played an integral role in devising the association's strategy on Balanced Budget Act hospital payment relief. Before joining the AHA, Major handled health policy issues for the late Senator Craig Thomas (R-WY), who was a member of the Senate Finance Committee.



Mark Miriani is currently President of MedAssets Supply Chain Systems, the supply chain/GPO subsidiary of MedAssets. Miriani directs a team responsible for all contracting services, including materials management, pharmacy, laboratory, food and nutrition, as well as capital equipment. His group also is responsible for clinical education and outreach programs which help MedAssets clients in areas such

as supplier diversity, emergency preparedness, patient safety, environmentally friendly solutions, and more. Miriani's leadership efforts helped propel MedAssets' growth in annual purchase, and helped attract over 18 IDNs to MedAssets Supply Chain Systems. In 2003, Miriani received MedAssets' Contracting Leadership of the Year Award. In 2005, he was honored to receive the company's President's Award, which is annually bestowed on the individual who delivers significant value to the organization. In 2006, Miriani's contracting team was awarded the MedAssets High Performance Team of the Year. Miriani's team is responsible for operating the customer/member committees that help MedAssets innovate and develop supply chain solutions which continue to differentiate MedAssets and deliver its overall value proposition to members. Miriani has a Bachelor's Degree in Business Administration from the University of Missouri.



John Pritchard is General Manager and President of Medical Distribution Solutions Inc. (MDSI)—the publisher of *The MAX* (The Major Account Exchange) and *The Journal of Healthcare Contracting*. The MAX, used by GPOs and suppliers, is the industry's leading online strategic database that helps suppliers drive compliance of GPO and IDN contracts. The MAX categorizes over 1,200 IDNs into four stages, so suppliers quickly know which IDNs can deliver high compliance. *The Journal of Healthcare Contracting* is the only publication solely focused on the healthcare-contracting arena. Collaboration amongst stakeholders in the contracting arena is vital for efficiency, profitability, and sometimes even the survival of members in this arena. *The Journal of Healthcare Contracting* facilitates open, meaningful communication for its community. No other publication reaches all people responsible for the success of contracting initiatives for their organizations and executives involved in the healthcare contracting business. Readers include 5,000 hospital CEOs, 7,500 IDN executives, and 1,300 GPO executives. Pritchard holds a BS in Consumer Services from The Ohio State University, and an MBA from the James J. Nance School of Business at Cleveland State University, with an emphasis in Industrial Distribution and e-Commerce.



Tim Rezash is Vice President, Medical/Surgical Contracting, for Child Health Corporation of America's (CHCA) Group Purchasing Services Division. His team is responsible for contracting initiatives for the Surgical Services, Nursing, and Cardiovascular Service Lines, as well as Med/Surg Distribution. His team interfaces with CHCA's 43 pediatric specialty hospital's Supply Chain Forum, OR Directors Forum, Cardiology Directors

Forum, and Respiratory Forum, as well as various performance improvement collaborative initiatives. Prior to joining CHCA, Rezash enjoyed almost 12 years with Premier, where he was honored in 2008 with Premier's Values Award, which is given annually to employees who most exemplify Premier's values of integrity, passion for performance, focus on people, and innovation. That same year, Rezash was also the recipient of Premier's Sourcing Employee of the Year Award. Rezash holds two Bachelor's Degrees in the Performing Arts, as well as Master's Degrees in Communications, Mental Health Counseling, and Clinical Psychology.



Shawn Rhea is a staff reporter for *Modern Healthcare* magazine, where she covers supply chain, international healthcare, and medical technology issues. She has written about healthcare policy, clinical care, and consumer health for eight years. Previously, she was a health reporter and columnist for the Gannett, Inc.-owned *Courier-Post* and *Post-Crescent* newspapers. Shawn received her Master's degree from the Columbia University Graduate School of Journalism.



John Roberts, Director of GS1 Healthcare US, has had a 38-year career in global healthcare. Mr. Roberts has extensive experience in inventory management, e-business, financial and resource planning, systems design and development, and product and process identification. Since 1998, he has been the Director of Healthcare for GS1 US®, responsible for the adoption and implementation of the GS1 System standards in U.S. healthcare. Mr. Roberts' most recent initiative has been as the Program Manager for the GLN Registry for Healthcare®. Mr. Roberts was one of the founders of the GS1 Healthcare formerly known as GS1 HUG. The largest part of his career has been with the U.S. Department of Defense activity charged to ensure that the military services receive the right medical product at the right time at the right cost. Mr. Roberts' efforts materially contributed to the awarding of several commercial and government awards to this agency including two vice presidential citations, or "Hammer" awards. Mr. Roberts was inducted into the Defense Logistics Agency, Defense Personal Support Center Hall of Fame in 2001 (three years after he retired) for his contributions to improving supply chain efficiencies in global military medicine. Most recently, Mr. Roberts was awarded the prestigious "Way Paver" award for his work in promoting the use of barcodes at point of care. Mr. Roberts has a Juris Doctor Degree from Widener University.



Lamont Robinson joined Cardinal Health in September 2004 as the Corporate Director of Supplier Diversity. Since then, he has helped create much-needed diversity programs to assist those in the workforce and the clients the company serves. In 2007, he relocated to join VHA, Inc. (a national healthcare alliance), to create its supplier diversity program as their Director of Business Development and Supplier Diversity. In 2009, he moved to Novation, LLC, the contracting partner of VHA and the University HealthSystem Consortium in Oak Brook, Illinois, to directly oversee the supplier diversity programs for Novation, VHA, and Provista (Novation's sister company), as well as to provide support to UHC. Robinson's passion for supplier diversity allows him to incorporate creativity into solutions needed for hospitals, academic medical centers, and colleges and universities, which ultimately provide a positive impact on the communities in which they reside. Robinson attended Forest College in Lake Forest, Illinois, and obtained his MBA from Northwestern University' Keller Graduate School of Management. After receiving his MBA, he worked for Abbott Laboratories as a Senior Purchasing Agent. In 2004, Robinson became part of Abbott's spin-off, Hospira, as a Senior Purchasing Agent and Small Business Liaison Officer.



Charles B. Root, PhD, is Founder and President of CodeMap®. He has provided laboratory coding and reimbursement information to healthcare providers and manufacturers for more than 22 years regarding compliance, coding, and economic issues. CodeMap's clients include more than 50 diagnostic test manufacturers and more than 1,500 healthcare

providers (hospitals, independent laboratories, and imaging centers) who rely on CodeMap publications, compliance training, and advisory services. Publications by Dr. Root include *CodeMap Medicare Reimbursement Manual for Laboratory and Pathology* and the *CodeMap Medicare Reimbursement Manual for Radiology and Nuclear Medicine*. Dr. Root is a member of CLMA and the American Association of Clinical Chemists and has served on their Government Relations Committee. He provides frequent input and comments to CMS on laboratory issues and provides input to the AMA's Pathology Coding Caucus regarding CPT coding for new laboratory services. Dr. Root received his PhD in Physical Chemistry and Nuclear Physics from The Catholic University of America in Washington, DC, and has taken postgraduate courses in business management and economics from Harvard and Northwestern Universities. His experience includes market research, product development, and studies on the economic impact of government regulations on healthcare delivery costs. Prior to founding CodeMap, Dr. Root worked as a rocket scientist with the United States Navy on missile systems and high-energy materials.



Patrick T. Ryan, has been in the healthcare field since 1980, with specific experience in finance, operations, direct-to-consumer marketing, strategic development, service, and sales. Mr. Ryan currently serves as Chairman and Chief Executive Officer of The Broadlane Group, Inc., a leading provider of cost management and supply chain solutions to the acute, ambulatory, and outpatient service markets. Additionally, Mr. Ryan

works with SV Life Sciences as a Venture Partner and serves on the advisory board of Ferrer, Freeman and Company. Prior to joining The Broadlane Group, Mr. Ryan served as Chief Executive Officer and a Director of PolyMedica Corporation until its sale to Medco Health Solutions in October 2007. Previously, Mr. Ryan served as the Chairman and Chief Executive Officer of Physicians Dialysis, Inc. from the company's inception in 2000. Mr. Ryan led Physicians Dialysis, Inc. through several rounds of financing with SV Life Sciences and Ferrer, Freeman and Company, the company's founding investors. Together they created a nationwide network of dialysis clinics. Mr. Ryan served as a partner at Westways Ventures, a firm specializing in the strategic development of companies in the healthcare and consumer sectors, President and Chief Executive Officer of Principalcare Inc., a company specializing in women's healthcare, President and Chief Executive Officer of ImageAmerica Inc., a publicly-traded company that provided multi-modality medical diagnostic imaging services, and President of R.B. Diagnostics, a company providing diagnostic imaging services. Mr. Ryan began his career working for American Hospital Supply Corporation. He currently serves as a Director of Affiliated Managers Group, Inc., (NYSE: AMG), Infusion Resources LLC, and The Broadlane Group. Mr. Ryan holds a B.A. in Political Science and Sociology from the University of Rochester.

Expo Speakers *(continued)*



Jean Sargent, CRCST, FCS, CMRP, FAHRMM, is the Director of Supply Chain at the University of Southern California. Before coming to Southern California, Sargent served as the Director of Supply Chain at the University of Kentucky (UK) HealthCare from 2006 to 2009. Sargent has more than 32 years of experience in central service/materials and supply chain management. She was President of AHRMM in 2007 and actively participates in many activities related to the healthcare supply chain to improve upon the industry standards. Sargent has spoken at the local, state, and national levels on many occasions. She is a recognized leader in the industry.



Eugene S. Schneller earned his PhD at New York University. He holds an honorary Physician Assistant (PA) Degree from Duke University. He is Professor and Dean's Council of 100 Distinguished Scholar in the Department of Supply Chain Management, W. P. Carey School of Business, Arizona State University. He was formerly Counselor to the President of Arizona State University for Health Professions Education, Associate Dean for Research and Administration, and Director of the L. William Seidman Research Institute. His book, *Strategic Management of the Health Care Supply Chain*, is recognized as the standard for understanding the unique aspects of the field. Schneller's consulting efforts at Health Care Sector Advances bring the most recent strategic thinking into practice for hospitals, supplier organizations, GPOs, and other supply chain organizations. Schneller's research and work is published in major healthcare policy and management journals. In 2007, he was named one of the most influential individuals in the area of health sector supply chain management.



Melissa A. Schulman is recognized as one of the most prominent Democratic lobbyists in Washington. She joined The Bockorny Group in 1998, after almost 14 years of service as one of the top Democratic Leadership Staffers in Congress and as a Senior Aide to current House Majority Leader Steny Hoyer (D-MD). She continues to serve as a key outside advisor to both the House and Senate Democratic leadership on policy issues and has often been hailed as one of Washington's "go-to" lobbyists by Capitol Hill media. While working on the Hill, Schulman was cited among Roll Call's list of Top Fifty Congressional staff. As a consultant, Schulman is cited as a leading Democratic lobbyist in publications such as *The Hill* and *National Journal Magazine*. Schulman is known for her deep relationships across Capitol Hill, particularly with the moderate Members of Congress, and is a proven and effective legislative strategist adept at building and managing advocacy coalitions on behalf of her clients. She regularly works with corporations and trade associations through complicated legislative, regulatory, and political projects, developing legislative champions and securing victories. Before joining The Bockorny Group, Schulman served as Executive Director of the Democratic Caucus and Policy Director to Representative Hoyer, currently House Majority Leader. Prior to her tenure in Representative Hoyer's office, Schulman worked with Representatives Thomas Manton (D-NY) and Geraldine Ferraro (D-NY).



Tevi Troy is a Visiting Senior Fellow at the Hudson Institute, a Senior Fellow at the Potomac Institute, and a writer and consultant on healthcare and domestic policy. From 2007 to 2009, Dr. Troy was the Deputy Secretary of the U.S. Department of Health and Human Services. After receiving his PhD in American Civilization from the University of Texas, Dr. Troy dedicated a dozen years to public service, working at

senior levels in the U.S. House of Representatives, the U.S. Senate, executive agencies, and the White House. Before coming to HHS, Dr. Troy served as Deputy Assistant to the President for domestic policy. Dr. Troy is the author of *Intellectuals and the American Presidency: Philosophers, Jesters, or Technicians*. He also appears frequently on television and radio to discuss healthcare and other issues, and is a regular contributor to National Review Online.


Expo Speakers *(continued)*



Kerry Tucker is Senior Vice President, Supply Chain Services, at The Broadlane Group. He is responsible for contracting functions for the national GPO, including medical, surgical, radiology, laboratory, non-medical, information technology, and the strategic pre-commitment program. Tucker also manages supply chain operations functions that address system and process documentation, metrics tracking, strategic sourcing services staff training, and the key supplier program. In addition, he is responsible for the committee resources team that manages and facilitates Broadlane's national advisory committee, which is composed of customer committees that define strategies and make contract recommendations. Previously, Tucker was Vice President, Supply Chain Services, Operations, at The Broadlane Group, where he was responsible for the strategic national pre-commitment contracting group. Tucker has more than 20 years of experience in the healthcare industry. Prior to joining The Broadlane Group, he worked for VHA, Drugtest Inc., and Allied Clinical Laboratories in various sales and management positions. Tucker holds a Master of Business Administration from the University of Dallas in Irving, Texas and a Bachelor of Science Degree in Healthcare Administration from Texas State University in San Marcos, Texas.



Bob Van Heuvelen launched Van Heuvelen Strategies, LLC in 2007. Drawing on his career experience both on Capitol Hill and in the executive branch, he advises clients on a wide variety of legislative and political issues, including energy and environment, taxation and finance, and healthcare. Van Heuvelen served as Chief of Staff to Senator Kent Conrad (D-ND) from 1997 to 2007. He managed Senator Conrad's policy and political offices, working daily with members of Congress and their staff on both sides of the aisle. He also advised Senator Conrad in his capacities as Chairman and ranking member of the Senate Budget Committee, ranking member of the Finance Committee, and senior members of the Agriculture and Indian Affairs Committee. Having earned a reputation for collegial bipartisanship, Van Heuvelen helped form the Bipartisan U.S. Senate Chiefs of Staff organization, a group dedicated to combating political polarization with pragmatic deal-making. Before his work in the Senate, Van Heuvelen was the Director of Civil Enforcement at the U.S. Environmental Protection Agency from 1991 to 1997, earning the EPA Gold Medal for his work restructuring the agency's Enforcement Program. Prior to his work at EPA, Van Heuvelen was the Justice Department's Deputy Chief and Acting Chief of the Environmental Enforcement section, which was then the largest



litigating section at DOJ. In recognition of his decade of service there, he received the John Marshall Award, the highest award given to career prosecutors. Van Heuvelen began his career in Washington in 1975 as a legislative assistant to Senator Quentin Burdick (D-ND). In 1978, he was named Assistant Counsel to the Senate Environment Committee, where he helped to craft amendments to the major federal environmental laws. A native of Bismarck, North Dakota, Van Heuvelen was Valedictorian of his class at Bismarck High School. He graduated with Honors from Macalester College, St. Paul, Minnesota; obtained a Master's degree in Public Policy from the Humphrey School at the University of Minnesota; and was awarded his law degree from the George Washington University in Washington, DC. He is a member of the District of Columbia Bar Association.



Randall Walter, as Executive Vice President, Enterprise Solutions and Marketing, leads all of Amerinet's clinical and non-clinical supply chain services. He oversees Amerinet's Marketing Division, Amerinet Clinical Advantage®, Diagnostix™, and contracting, supply chain consulting, and construction and renovation consulting. He also has responsibility for Inquisit®, Amerinet's Education Division, and for

Quality and Patient Safety. Walter joined Amerinet in 2004 as Executive Vice President of Amerinet Central, where he led the company's group purchasing division and oversaw sales and contracting efforts. Before his arrival at Amerinet Central, Walter was Vice President of Operations at VHA Inc., where he oversaw seven sales territories which accounted for more than \$175 million in revenue, and worked to enhance operations at multiple hospitals, support program implementation, and manage a consulting team. Walter also brings extensive provider experience to Amerinet through his work as Assistant Vice President, Operations, at Northwest Health System Inc. in Springdale, Arkansas, and as Director of Laboratory Services at Springdale Memorial Hospital, also in Springdale. Walter holds a Bachelor's Degree in Microbiology from the University of Arkansas and a Master of Science in Health Administration from the University of Colorado. He is a graduate of the United States Army Command and General Staff College, United States Army Reserve School.

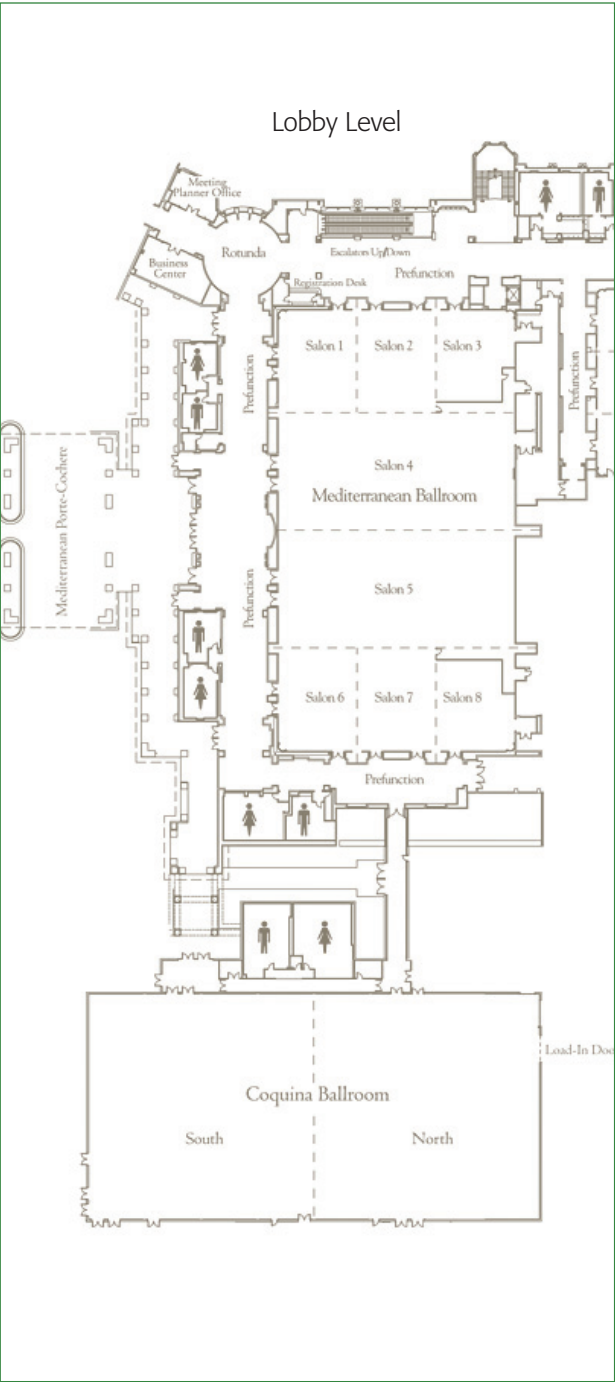
Expo Speakers *(continued)*



Rick Weinberg has more than 34 years of experience in the healthcare product supply industry, ranging from distribution, sales management, and national accounts. Rick joined Covidien with the acquisition of Sherwood Davis and Geck in 1988. As Vice President of National Accounts for Covidien, Rick has responsibility for GPO contracting for all major Covidien business platforms. Prior experience includes Vice President of Sales for several Sherwood divisions, as well as other key management positions. Rick has and continues to serve on several industry committees.



Gunter Wessels is a Partner and Practice Principal at The Total Innovation Group. He is a consultant working with clients in the healthcare, manufacturing, and information technology markets. His practice focuses on commercialization and the healthcare economic value of differing approaches to patient care. In addition to hospitals, group purchasing organizations, and suppliers, he has worked with policymakers and health economists in the United States, Canada, the United Kingdom, and Europe. Wessels is the author of articles on value-based purchasing and healthcare reform in the United States, and is a sought-after speaker on the practical implications of regulatory changes and reform. He has a PhD from the University of Arizona, an MBA from the A. Gary Anderson Graduate School of Management, and a Bachelor's of Science Degree in Molecular Biology from the University of California.



HIGPA Mission, Vision, & Values

Our Mission

Defining Our Purpose

The mission of the Health Industry Group Purchasing Association focuses on five key areas:

- *Advocacy*: We work collaboratively with all legislative and regulatory authorities to ensure fair and efficient procurement practices in an open and competitive market within the health industry.
- *Education*: We provide educational opportunities designed to improve efficiencies in the purchase, sale, and utilization of all goods and services within the health industry.
- *Ethics*: We uphold the ethical conduct of business practices within the industry and the standards adopted by the Healthcare Group Purchasing Industry Initiative that are intended to strengthen the integrity of the healthcare supply chain.
- *Information*: We enhance the awareness of our members' efforts to support the delivery of high-quality, cost effective healthcare.
- *Liaison*: We promote meaningful dialogue between health industry organizations engaged in group purchasing and other industry entities on issues of mutual interest.

Our Vision

Preparing for the Future

As one of the nation's leading healthcare trade associations, HIGPA strives to have a long-term, positive impact. All of our efforts are focused on realizing our vision for tomorrow. We envision a world in which:

- An open forum exists for the exchange and promotion of best practices in the non-labor cost side of healthcare and for the exploration of complex issues in healthcare cost control.
- Cost-efficient, high-quality healthcare is more widely available.
- Innovative approaches flourish, and standards of practice and excellence are maintained in the healthcare products market.
- Free market dynamics for healthcare products are maintained.
- Beneficial and legally allowable cooperation is not disrupted by the proprietary interests of industry competitors.
- HIGPA is an acknowledged national leader in speaking for and shaping the field of healthcare purchasing.
- HIGPA is a leader in providing educational and networking opportunities to our members.



Our Values

Identifying Our Guiding Principles

To accomplish our mission and realize our vision, we adhere to these values:

- *Responsibility*: Our activities focus ultimately on benefiting the patient.
- *Responsiveness*: We actively communicate with our members.
- *Quality*: We provide high-quality products and services to our members and other customers that represent a powerful return on their investment of membership dues and fees.
- *The Power of Information*: We take the lead in information collection, analysis, and dissemination and in education aimed at enhancing its members' competitiveness.
- *Neutrality*: We provide a neutral forum for the exploration of healthcare cost issues and of legally acceptable buyer-seller cooperation.
- *Integrity*: Honesty, and Credibility
- *Advocacy*: We take a leadership role in shaping national policy on behalf of its members.
- *Fair Competition*: We contribute to the maintenance of an open, competitive market.
- *Innovation*: We look for in product and service development and delivery.
- *Courage*: We take positions on sensitive and potentially controversial issues.
- *Institutional Leadership*: We strive to be a model of exemplary practice for other trade associations.

HISCI Mission

The Healthcare Industry Supply Chain Institute (HISCI) is a collaborative association that represents the entire healthcare supply chain, including suppliers/manufacturers and group purchasing organizations. HISCI serves to improve and increase efficiencies within healthcare through best practice sharing, education, and networking.

The HISCI promise to its members is to be a "performance improvement" organization. HISCI will provide a solutions-centered forum where healthcare providers can interact with suppliers, manufacturers, distributors, and group purchasing organizations to focus on the root causes of healthcare supply chain inefficiencies by participating in collaborative supply chain analysis, and developing specific education and training offerings based upon those findings.

HIGPA Antitrust Policy

The Health Industry Group Purchasing Association (HIGPA) has, throughout its existence, followed a rigorous program of compliance with the Sherman Act and other antitrust statutes. This Policy statement provides a reference for members of HIGPA and others who attend Association functions. All who attend HIGPA meetings should read and understand this statement.

Adherence to the guidelines below will avoid potential violations by individuals, member firms, and HIGPA itself. Violations of the antitrust laws are serious criminal violations, punishable by jail terms and substantial monetary fines, as well as treble damage civil penalties. HIGPA is committed to full compliance with the antitrust laws. The guidelines set forth below have been established by the Board of Directors to prevent any possibility of violation.

I. Subjects Which May Not Be Discussed

Any agreement as to price among competitors is a violation of the Sherman Act, regardless of the reasonableness of the price set or whether the agreement is to raise, lower, peg, or stabilize price levels. It follows that any discussion of price or price levels at Association meetings is not permitted. An Association meeting is any meeting of the Board of Directors or any other group of members convened by the Association to conduct Association business. It does not include trade or vendor exhibits or shows that may be arranged in conjunction with an Association meeting. This includes any discussion of prices of products, supplies, or service. Similarly, there must be no discussion of any elements of company operations which might influence price, such as:

- a) Company costs of operations, supplies, or services
- b) Allowances or discounts
- c) Terms of sale
- d) Margins
- e) Plans of individual companies concerning production, distribution, or marketing of particular products; and
- f) Changes in industry production, capacity, or inventories, except historical data.

Any agreement not to compete among business firms also violates the antitrust laws. Accordingly, no discussion of division of territories or customers, or limitation on nature of business, may be held at any HIGPA function. Joint refusals to deal (boycotts) are likewise unlawful, and no discussions related to this practice are permitted. Included within this prohibition are any discussions of black lists and any unfavorable reports involving particular suppliers.

II. Meetings

These standards apply to all Board, Executive Committee, committee, and all other meetings sponsored by HIGPA and all meetings attended by HIGPA members in that capacity. The agenda should be strictly followed; there must be no deviations, particularly in so far as subjects described in Item I, above, might be discussed. During meetings, participants should conduct themselves as though the meeting were open to the public. Minutes of each meeting should be prepared by a designated secretary or staff member, and made available to all in attendance following the meeting.

In the case of HIGPA-sponsored meetings, HIGPA staff or a member of the Executive Committee will be in attendance at all times. HIGPA's Chairman and/or President may direct that legal counsel shall attend certain meetings. Informal meetings between or among competitors can be dangerous from a legal standpoint. HIGPA urges its members to conduct any such meetings in strict adherence to these guidelines. If counsel announces that a particular question, statement, or discussion at a meeting borders on an area of antitrust sensitivity, the discussion will end immediately. If anyone in attendance at a HIGPA meeting has a question about whether a discussion is proper or not, the question should be raised immediately and counsel will determine whether the discussion should be terminated. If counsel is not present, the attendee should request the HIGPA Chairman and/or President to end the discussion until legal advice can be obtained; if the discussion is not ended, the participant should leave the meeting. While it is impossible to cover every contingency that might arise, it is essential that all HIGPA members and staff have at least a basic understanding of the Federal Antitrust Laws. These guidelines are offered as part of HIGPA's commitment of maintaining healthy competition necessary to a strong business community.



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