



FINAL PROGRAM

2014

HEALTHCARE
SUPPLY CHAIN
EXPO

CO - HOSTED BY
HSCA AND HISCI

October 15-17, 2014
JW Marriott Washington, DC

HSCA
HEALTHCARE SUPPLY CHAIN ASSOCIATION
Innovators In Evidence-Based Sourcing


hisci
Healthcare Industry
Supply Chain Institute

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2014 Healthcare Supply Chain Expo



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Welcome to Expo!

On behalf of HSCA and HISCI, we would like to welcome you to the 2014 Healthcare Supply Chain Expo. This year we have added some exciting new features to the event that we hope will make your experience onsite much more valuable.

One of these new features is our **Expo App**, a brand new way for you to network with other attendees throughout the event! The Expo App provides you with all event information, including maps, schedules, speaker slides, and more! The app also has an attendee directory and a scheduling feature to help you set up appointments.

Other new features at Expo include:

- **Pre-Conference Learning:** ANAE Workshop for Suppliers;
- **Targeted Education:** Supply Chain Modernization Workshop;
- **Additional Touch Points:** GPO Showcase; and
- **High-Level Insight:** The Executive Summit Panels.

While we have made new changes this year, the activities that have always made Expo great will still be here, including the Reverse Tradeshow and our evening receptions.

This is your conference, and we hope you enjoy it. Please stop by the registration desk if you have any questions. Thank you for joining us in Washington.

Sincerely,



Craig Rothman
*Expo Steering Committee
Co-Chair*
Cardinal Health



Jeff Ashkenase
*Expo Steering Committee
Co-Chair*
GNYHA Services

2014 Expo Steering Committee

Committee Co-Chairs

Craig Rothman Cardinal Health	Jeff Ashkenase GNYHA Services
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Committee Members

Mike Bishop HealthTrust	Pam Letendre Henry Schein Medical	Darby Thompson Owens & Minor
Dennis Daar Medical Strategies International, LLC	Jennifer Long Amerinet	Rick Weinberg Covidien
John Eppard Sanofi	Hugh C. McLaurin BDI Pharma	Jessica Wells Novation
David Finley Premier, Inc.	Connie Pettijohn Smiths Medical	Linea Wilson Paventia Health
Ron Hartmann MedAssets	Laura Seth Novation	

Schedule at a Glance

TUESDAY, OCTOBER 14		
3:00 pm – 6:00 pm	Registration Open	Capitol Registration Desk
3:00 pm – 6:00 pm	ANAE Workshop	Capitol Ballroom Salon H
6:00 pm – 7:00 pm	HSCA and HISCI Member Reception	Penn Avenue Terrace
WEDNESDAY, OCTOBER 15		
7:00 am – 5:30 pm	Registration Open	Capitol Registration Desk
8:00 am – 8:30 am	HISCI Member Meeting	Capitol Ballroom Salon E
8:30 am – 9:45 am	First Time Attendee Welcome and Orientation	Grand Ballroom Salon I
10:00 am – 10:15 am	Welcome and Opening Remarks	Grand Ballroom Salon II-IV
10:15 am – 11:00 am	Opening Keynote General Session with Haley Barbour	Grand Ballroom Salon II-IV
11:00 am -11:15 am	Coffee Break	Capitol Ballroom Foyer
11:15 am – 12:15 pm	Perspectives from GPO & Hospital Executives	Grand Ballroom Salon II-IV
12:15 pm – 1:15 pm	Networking Lunch	Capitol Ballroom Salon E-F
1:15 pm – 1:45 pm	Reverse Tradeshow Open to HISCI Members	See Page 11 for Locations
1:15 pm – 1:45 pm	Private Business Meetings for Non-HISCI Members	
1:45 pm – 3:15 pm	Reverse Tradeshow Open to All	See Page 11 for Locations
3:15 pm – 4:15 pm	Looking to the Future: Innovation in Supply Chain Technology	Grand Ballroom Salon II-IV
4:15 pm – 4:30 pm	Coffee Break	Capitol Ballroom Foyer
4:30 pm – 5:30 pm	On the Cusp: Optimizing Fee for Service Medicine While Transitioning to Value Based Care/ Reimbursement	Grand Ballroom Salon II-IV
5:30 pm – 6:30 pm	Chairmen’s Welcome Reception	Capitol Ballroom Salon E-F

On occasion, a photographer may take photos of attendees at the Healthcare Supply Chain Expo. Please be aware that these photos may appear in HSCA and/or HISCI brochures, programs, publications, websites, or other materials. A recording of all sessions will also take place at Expo, and the recordings may include the questions from audience members. Your attendance at the Expo constitutes your permission and consent for both the photography and session recordings.

THURSDAY, OCTOBER 16

7:50 am – 5:30 pm	Registration Open	Capitol Registration Desk
7:50 am – 9:00 am	Continental Breakfast	Capitol Ballroom Foyer
7:50 am – 9:00 am	GPO Showcases	See Page 6 for Locations
9:00 am – 12:30 pm	Modernizing the Supply Chain Into the 21st Century Workshop	Grand Ballroom Salon II-IV
9:00 am – 9:40 am	Keynote Presentation with Siobhan O'Bara	Grand Ballroom Salon II-IV
9:40 am – 10:25 am	Implications for Healthcare Panel	Grand Ballroom Salon II-IV
10:35 am – 11:25 am	Breakout Roundtable Discussion	Capitol Ballroom Salons E,F, I
11:35 am – 12:15 pm	Breakout Reactions Panel	Grand Ballroom Salon II-IV
12:15 pm – 1:40 pm	Networking Lunch	Capitol Ballroom Foyer
12:30 pm – 1:40 pm	GPO Showcases	See Page 7 for Locations
1:40 pm – 2:10 pm	Reverse Tradeshow Open to HISC Members	See Page 11 for Locations
1:40 pm – 2:10 pm	Private Business Meetings for Non-HISC Members	
2:10 pm – 3:15 pm	Reverse Tradeshow Open to All	See Page 11 for Locations
3:15 pm – 4:15 pm	Supply Chain Leadership: Lessons from the Bellwether League	Grand Ballroom Salon II-IV
4:15 pm – 4:30 pm	Coffee Break	Capitol Ballroom Foyer
4:30 pm – 5:30 pm	GPOS: Increasing Efficiency and Reducing Costs for Healthcare Providers and Suppliers	Grand Ballroom Salon II-IV
5:30 pm – 6:30 pm	Evening Reception	12th Floor Terrace

FRIDAY, OCTOBER 17

8:00 am – 10:30 am	Registration Open	Capitol Registration Desk
8:00 am – 9:00 am	Continental Breakfast	Capitol Ballroom Foyer
9:00 am – 10:00 am	Perspectives from GPO & Supplier Executives	Grand Ballroom Salon II-IV
10:00 am – 10:15 am	Coffee Break	Capitol Ballroom Foyer
10:15 am – 11:15 am	Promoting Transparency and Ethics in the Supply Chain	Grand Ballroom Salon II-IV
11:15 am – 11:30 am	Closing Remarks	Grand Ballroom Salon II-IV

Schedule of Events

TUESDAY, OCTOBER 14

3:00 pm – 6:00 pm

ANAE Workshop

Capitol Ballroom Salon H

6:00 pm – 7:00 pm

HSCA and HISC I Member Reception

Penn Avenue Terrace

Sponsored by



WEDNESDAY, OCTOBER 15

8:00 am – 8:30 am

HISC I Member Meeting

Capitol Ballroom Salon E

8:30 am – 9:45 am

First Time Attendee Welcome and Orientation

(first time attendees only)

Grand Ballroom Salon I

Presenters: **Dennis Daar**, Managing Partner, Medical Strategies International, LLC; **Ron Hartmann**, Senior Vice President, Pharmacy, MedAssets; **Pam Letendre**, Strategic Account Manager Healthcare Services, Henry Schein; **Jessica Wells**, Director, Supplier Relations, Novation LLC

Enjoy this exclusive welcome session, open to first-time attendees and hosted by members of the Expo Steering Committee. Hear an overview of the high-level networking and educational offerings available at Expo as well as tips on how to make the most out of your stay in Washington, DC. Interested individuals may participate in a guided walk-through of the Expo meeting space at the conclusion of the session.

10:00 am – 10:15 am

Welcome and Opening Remarks

Grand Ballroom Salon II-IV

Presenters: **Todd Ebert**, President and Chief Executive Officer, Amerinet, Inc., and HISC I Board Chairman; **Jody Hatcher**, President and Chief Executive Officer, Novation, LLC, and HSCA Board Chairman; **Curtis Rooney**, President, HSCA

10:15 am – 11:00 am

Opening Keynote Presentation: Haley Barbour, Former Governor of Mississippi

Grand Ballroom Salon II-IV

Well-versed in the most important political topics of the day, Haley Barbour will share his insights on the US healthcare debate. Weaving in hard-hitting political insights, he knows these issues like no one else and will evaluate them at the state and national level. Learn about the latest in politics from the perspective of someone who has lived it and done it.

11:00 am – 11:15 am

Coffee Break

Capitol Ballroom Foyer

Today's "endless" coffee breaks sponsored by



11:15 am – 12:15 pm

Perspectives from GPO & Hospital Executives

Grand Ballroom Salon II-IV

Moderator: Gary Gustafson, President, Preferred Marketing Programs

Presented by: **Mike Browning, CPA, MBA**, Chief Financial Officer, Parkview Health; **Todd Ebert**, President and CEO, Amerinet; **Jody Hatcher**, President and Chief Executive Officer, Novation; **Brent Johnson**, Vice President, Supply Chain and Support Services, Intermountain Healthcare

Learn how top GPO and hospital executives in the healthcare industry like to do business, and their reasons for choosing these best practices. This session will feature a question and answer segment.

12:15 pm – 1:15 pm

Networking Lunch

Capitol Ballroom Salon EF

1:15 pm – 1:45 pm

Reverse Tradeshow (open to HISCi members only)

Various Meeting Rooms (see page 11 for specific locations)

The Reverse Tradeshow is an opportunity for GPOs and IDNs to meet with their supplier partners. The tradeshow's goal is to strengthen the relationships of all parties and facilitate the sales process.

1:15 pm – 1:45 pm

Private Business Meetings for Non-HISCi Members

1:45 pm – 3:15 pm

Reverse Tradeshow (open to all)

Various Meeting Rooms (see page 11 for specific locations)

3:15 pm – 4:15 pm

Looking to the Future: Innovation in Supply Chain Technology

Grand Ballroom Salon II-IV

Presenter: Harry Glorikian, Consultant

Discover what supply chain technology will look like in the future, and learn how it will affect how you do business. Hear about the latest advancements in diagnostic and therapeutic medicines, and the impact these innovations will have on the quality of patient care.

4:15 pm – 4:30 pm

Coffee Break

Capitol Ballroom Foyer

4:30 pm – 5:30 pm

On the Cusp: Optimizing Fee for Service Medicine While Transitioning to Value Based Care/Reimbursement

Grand Ballroom Salon II-IV

Presenter: Jacque Sokolov, MD, Chairman and Chief Executive Officer, SSB Solutions

Take part in an in-depth analysis and discussion regarding the evolving U.S. healthcare clinical, business and regulatory environment. Highlights will include the drivers that are changing fee-for-service medicine to multiple value-based models, how supply chain decisions are being transformed by bundled payments, shared savings and episodes of care, and “new” direct-to-provider organization models.

5:30 pm – 6:30 pm

Chairmen's Welcome Reception

Capitol Ballroom Salon EF

Schedule of Events

THURSDAY, OCTOBER 16

7:50 am – 9:00 am

Continental Breakfast

Capitol Ballroom Foyer

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7:50 am – 9:00 am

GPO Showcases

Amerinet: Capitol Ballroom Salon E | MedAssets: Capitol Ballroom Salon F

Amerinet and MedAssets will present informational updates that pertain to suppliers in 30 minute segments. Showcases will be repeated in the second half hour, allowing you to attend both showcases during this session.

7:50 am – 8:20 am

GPO Showcase Session 1

8:30 am – 9:00 am

GPO Showcase Session 2

9:00 am – 12:30 pm

Modernizing the Supply Chain Into the 21st Century

Moderator: Curtis Rooney, President, HSCA

Grand Ballroom Salon II-IV

Join us for this interactive half-day workshop and take part in four different sessions that will explore the future of the supply chain.

9:00 am – 9:40 am

Keynote Presentation: Siobhan O’Bara, Senior Vice President, Industry Engagement, GS1 US

Siobhan O’Bara, senior vice president of industry engagement for GS1 US, is an accomplished leader with over 20 years’ experience in supply chain, logistics, and operations management. She is responsible for building long-term industry relationships through strategic and meaningful collaboration and serves as lead ambassador to the consumer packaged goods/grocery, healthcare, foodservice, fresh foods, apparel, and general merchandise industry sectors. Previously, she served as vice president of healthcare for GS1 US.

9:40 am – 10:25 am

Implications for Healthcare Panel

Presenters: Karen Conway, Industry Relations Director, GHX; **Dirk Rodgers**, Consultant, Dirk Rodgers Consulting, LLC, and RxTrace; **Jim Scott**, President and CEO, Applied Policy

Explore the implications that the Drug Quality Security Act (DQSA), unique device identification (UDI), and meaningful use have on the overall supply chain, and learn how these issues affect how you do business.

10:35 am – 11:25 am

Breakout Roundtable Discussions

DQSA: Capitol Ballroom Salon E | UDI: Capitol Ballroom Salon F | Meaningful Use: Grand Ballroom Salon I

Meet with the industry experts who presented in the *Implications for Healthcare* panel and take a closer look at the topics discussed. Attendees will provide feedback on the issues discussed, which will be shared by the moderators after reconvening.

11:35 am – 12:15 pm

Breakout Reactions Panel

Presenters: **Elizabeth Gallenagh**, Senior Vice President, Government Affairs and General Counsel, Healthcare Distribution Management Association (HDMA); **Linda Rouse O'Neill**, Vice President, Government Affairs, Health Industry Distributors Association (HIDA); **Mike Schiller**, Director of Supply Chain, AHRMM

After your breakout leader reports back on your discussion, grab a front row seat as representatives from leading healthcare organizations react to what was discussed and share challenges they're currently facing, as well as possible solutions.

12:15 pm – 1:40 pm

Networking Lunch

Capitol Ballroom Foyer

12:30 pm – 1:40 pm

GPO Showcases

GNHYA: Capitol Ballroom Salon E | Novation: Capitol Ballroom Salon F | Premier: Grand Ballroom Salon I

GNHYA, Novation, and Premier will present informational updates that pertain to suppliers in 30 minute segments. Showcases will be repeated in the second half hour, allowing you to attend two showcases during this session.

12:30 pm – 1:00 pm

GPO Showcase Session 3

1:10 pm – 1:40 pm

GPO Showcase Session 4

1:40 p.m. – 2:10 p.m.

Reverse Tradeshow (open to HISC members only)

Various Meeting Rooms (see page 11 for specific locations)

1:40 p.m. – 2:10 p.m.

Private Business Meetings for Non-HISC Members

2:10 p.m. – 3:15 p.m.

Reverse Tradeshow (open to all)

Various Meeting Rooms (see page 11 for specific locations)

Schedule of Events

3:15 pm – 4:15 pm

Supply Chain Leadership: Lessons from the Bellwether League *Grand Ballroom Salon II-IV*

Moderator: Patrick Carroll, Bellwether Founding Board Member and Secretary, and President, Patrick E. Carroll & Associates, Inc.

Presenters: William Donato, Bellwether Class of 2013, Vice President, Strategic Account Management DePuy Synthes companies of Johnson & Johnson; **Raymond Seigfried**, Bellwether Class of 2012, Senior Vice President, Christiana Care; **Mary Starr**, Bellwether Board Member and Treasurer, and Assistant Vice President, AdvantageTrust, HealthTrust Purchasing Group; **John Strong**, Bellwether Class of 2011 and Bellwether Board Member, and Principal, John Strong LLC

As the supply chain goes through constant change, the emphasis on leadership has never been greater. Learn how you can become a better leader and cope with the challenges of healthcare reform from a panel of Bellwether League honorees and board of directors members.

4:15 pm – 4:30 pm

Coffee Break

Capitol Ballroom Foyer

4:30 pm – 5:30 pm

GPOs: Increasing Efficiency and Reducing Costs for Healthcare Providers and Suppliers *Grand Ballroom Salon II-IV*

Moderator: Melissa Andel, Health Policy Manager, Applied Policy

Presenters: Angie Boliver, Legal Counsel, Legal and Public Affairs, Novation; **Blair Childs**, Senior Vice President, Public Affairs, Premier; **Brian Reardon**, Principal, Venn Strategies

Health policy expert Melissa Andel from Applied Policy, Inc. will provide an overview of their recently published report, “GPOs: Helping to Increase Efficiency and Reduce Costs for Healthcare Providers and Suppliers.” In 2013, the U.S. Government Accountability Office (GAO) sent a questionnaire to five large GPOs requesting information on a broad range of issues related to their role in the health care supply chain. Using the data provided by those five major GPOs, Applied Policy published a report containing important findings about GPO contracting and business practices. A panel of policy experts and GPO representatives will engage in a discussion about this report and its meaning for the future of this highly competitive industry.

5:30 pm – 6:30 pm

Evening Reception

12th Floor Terrace

HSCA Antitrust Policy

The Healthcare Supply Chain Association (HSCA) follows a rigorous program of compliance with the Sherman Act and other antitrust statutes. This policy statement provides a reference for members of HSCA and others who attend association functions. All who attend HSCA meetings should read and understand this statement. Adherence to the Antitrust Policy will avoid potential violations by individuals, member firms, and HSCA itself. HSCA is committed to full compliance with antitrust laws.

Be sure to review these important guidelines, available at www.supplychainassociation.org/antitrustpolicy.

FRIDAY, OCTOBER 17

8:00 am – 9:00 am

Continental Breakfast

Capitol Ballroom Foyer

9:00 am – 10:00 am

Perspectives from GPO & Supplier Executives

Grand Ballroom Salon II-IV

Moderator: **Robert “Bud” Bowen**, Former President and Chief Executive Officer, Amerinet

Presenters: **Kelvyn H. Cullimore**, President and CEO, Dynatronics; **Todd Ebert**, President and CEO, Amerinet; **Durral Gilbert**, President, Supply Chain Services, Premier; **Vittorio Puppo**, President and CEO, Bracco Diagnostics; **Jamie Condie**, President, BD, US Region; **Michel Paul**, Johnson & Johnson, President, Global Strategic Customer Solutions

GPO and supplier executives will discuss the state of the healthcare supply chain industry and how healthcare reform legislation has affected their business, members, customers, and outlook for the future.

10:00 am – 10:15 am

Coffee Break

Capitol Ballroom Foyer

10:15 am – 11:15 am

Promoting Transparency and Ethics in the Supply Chain

Grand Ballroom Salon II-IV

Moderator: **Robert Bennett**, Former United States Senator (R-UT), and Senior Policy Advisor, Arent Fox

Presenters: **Terry Chang, MD, JD**, Associate General Counsel and Director, Legal and Medical Affairs, AdvaMed; **Phil English**, Former United States House of Representatives Congressman (R-PA), and Coordinator, Healthcare Group Purchasing Industry Initiative (HGPII)

Join an executive level discussion on pertinent issues affecting ethical business practices in the healthcare supply chain. Hear from industry experts who are handling these issues on a daily basis.

11:15 am – 11:30 am

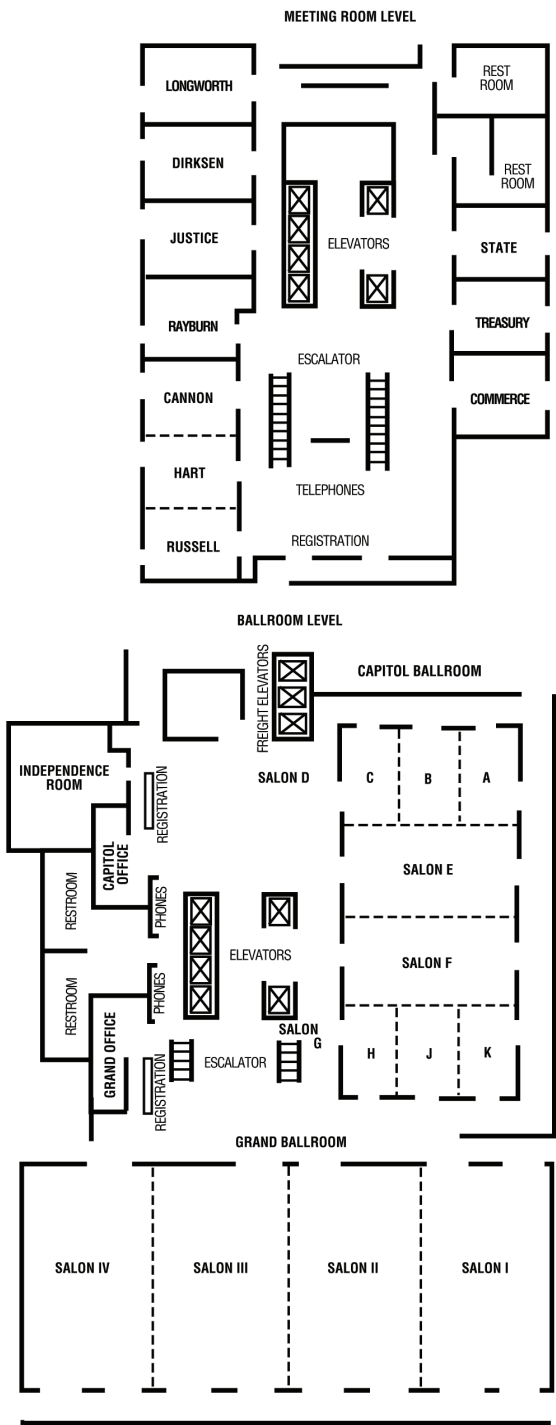
Closing Remarks

Grand Ballroom Salon II-IV

Presenter: **Mike Copps**, Executive Director, HISCI



Meeting Space



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The Healthcare Supply Chain Association (HSCA) is a broad-based trade association that represents 14 group purchasing organizations. HSCA members aggregate purchasing power to help provide the best products at the best value to American healthcare providers and

deliver annual healthcare cost savings of \$36 billion. HSCA serves its members and an evolving supply chain through advocacy, education, ethics, information and networking. To learn more about HSCA check out their website at **www.supplychainassociation.org**.



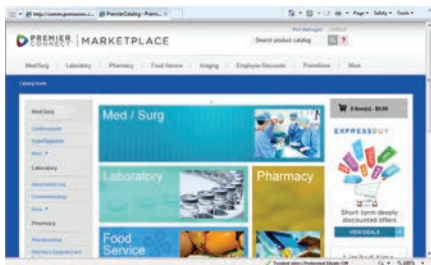
The Healthcare Industry Supply Chain Institute (HISCI)---much like the Expo---puts you at the table with GPO decision makers to share best practices, participate in educational activities, and network. Join today and receive the rest of 2014 for free; your membership will be good

through 2015. Membership gives everyone in your organization access to HISCI's many member benefits, including discounts to these events as well as our new website with a GPO member directory, a HISCI member directory, monthly educational webinars (live and on-demand), GPO 101 resources, a career center, and more. Learn more at **www.hiscionline.org/membership**.

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Wed., Oct 15th • 1:15 p.m. – 3:15 p.m.
Thurs., Oct 16th • 1:40 p.m. – 3:15 p.m.

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