

# Market Insights

## SUPPLY CHAIN FORUM

October 6-7, 2014  
Charlotte, North Carolina

### October 6

1:00 p.m.

#### **Welcome**

1:10 p.m.

#### **Three Steps to Staying Relevant in the New Era of Health Reform and Population Health**

**Mark Dixon**  
President  
Mark Dixon Group LLC

**Aim:** During this presentation, Mark will focus on:

- Understanding the impact of IDNs with the industry move from volume to value
- Understanding your IDN customer's key drivers and issues
- Building a successful strategy for proactively addressing your IDN customer needs

2:10 p.m.

#### **The World of Value Analysis**

**Aim:** To explain the key functions suppliers need to understand in obtaining clinical buy in from leading IDNs. Presentations/comments will focus on:

- Brief overview of panelist organization
- Understanding of the value analysis process and who is part of the VA team
- How each VA teams effectively works with their GPO to ensure products are vetted without redundancy
- Examples of how organizations have effectively worked with suppliers... showing best characteristics of suppliers working with and through the value analysis process

**Charlie Cole**  
Senior Director Value Analysis  
Consultant  
Carillion Clinic

**Mary Kay Van Huis**  
System Director Clinical Value  
Analysis  
Presence Health

**Colleen M. Schmiede**  
Director, Strategic Sourcing  
and Contracting Services  
Supply Chain Management  
Northwestern Memorial  
HealthCare

3:30 p.m.

#### **Break**

**All**

3:45 p.m.

#### **How Healthcare Reform is Affecting Hospital and Health System Finances**

**Advisory Board**

**5:00 p.m. Adjourn**

**5:30 p.m. – 6:30 p.m. Networking Reception All**

During the reception you will enjoy the opportunity to network with supply chain executives from both the provider and supplier communities throughout America. Building relationship will prove invaluable as you build a network of trusted individuals who will become valuable resources to you and your organization.

**October 7**

**8:00 a.m. Networking Breakfast All**

**9:00 a.m. A Look into Avera Health Steve Huckabaa**  
Vice President Supply Chain  
Avera Health

**Aim:** During this presentation you will hear information related to the following:

- Mission, Vision and Values of Avera Health
- Avera Health's system make up
- Avera Health's supply chain operation and strategy on:
  - Contracting
  - Distribution
  - Regional aggregation
  - Self contracting
- Evolution of the Avera Health supply chain in an era of reform
- What is the most effective way for suppliers to work with your organizations to ensure optimal outcome for both the supplier and provider.

**10:00 p.m. Break All**

**10:15 a.m. Reform and the Implications for America's Healthcare System...and for you as a supplier to that industry Dave Edwards**  
VP, Contract Uptake and  
Supplier Relations  
Premier, Inc.

**11:30 a.m. Networking Lunch All**

We have allowed plenty of time during lunch to network with those you would like to meet and

spend some additional time with. Please take this opportunity to meet some new people!

**12:30 p.m.**

**Understanding IDNs**

**Aim:** During this panel discussion you will hear from three provider organizations as they share information related to the following:

- Mission, Vision and Values of their respective organization's
- Their system's make up
- An overview of their respective supply chain operation and strategy on:
  - Contracting
  - Distribution
  - Regional aggregation
  - Self-Contracting
  
- What is the most effective way for suppliers to work with your organizations to ensure optimal outcome for both the supplier and provider.

**Amy Newman**

Vice President Supply Chain  
Huntsville Hospital & Health System

**Teresa Dail**

Vice President Supply Chain  
Vanderbilt Health System

**Ed Bonetti**

Vice President Supply Chain  
Lifespan Health System

**Jay Kirkpatrick**

CEO, MidAmerica Region  
HealthTrust Purchasing Group  
Representing HCA

**2:00 p.m.**

**Meeting Wrap Up and Adjourn**

**All**

**5:30 p.m. –  
6:30 p.m.**

**Networking Reception**

**All**

During the reception you will enjoy the opportunity to network with supply chain executives from both the provider and supplier communities throughout America. Building relationship will prove invaluable as you build a network of trusted individuals who will become valuable resources to you and your organization.



**October 8**

**7:30 a.m.**

**Networking Breakfast**

**8:15 a.m.**

**Welcome**

**8:20 a.m.**

**Our Purchased Service Journey... The Novant Health Story**

**Tony Johnson**

Chief Operating Officer  
Shared Services

	<p><b>Aim:</b> During this presentation Tony Johnson will share information related to the purchased service at Novant Health. Tony will focus on where they've been, where they are going and how they are getting there.</p>	Novant Health
<b>9:20 a.m.</b>	<b>The Voice of the GPO on Purchased Services</b>	<b>Sue Casey</b> Premier, Inc
<b>9:35 a.m.</b>	<b>Break</b>	
<b>9:50 a.m.</b>	<p><b>IDN Panel: How do you categorize Purchased Services?</b></p> <p><b>Aim:</b> During this session you will hear a high level overview from two different leading IDNs. Each will discuss their organization and their vision and strategy on</p> <ul style="list-style-type: none"> <li>• categorizing purchased services</li> <li>• staffing</li> <li>• How they measure success with their purchased service contracts</li> <li>• where they will focus next within purchased services</li> </ul>	<p><b>Jim Olsen</b> Senior Vice President Supply Chain Carolinas HealthCare System</p> <p><b>Colleen M. Schmiege</b> Manager, Strategic Sourcing and Contracting Services Supply Chain Management Northwestern Memorial HealthCare</p>
<b>10:50 a.m.</b>	<b>The Voice of the GPO on Purchased Services</b>	<b>Will Gowan</b> Vice President Sourcing MedAssets
<b>11:05 a.m.</b>	<b>Break</b>	All
<b>11:15 a.m.</b>	<p><b>The Voice of the GPO on Purchased Services</b></p> <p><b>Aim:</b> Christina and Joey will share a collaborated approach they use when consulting and contracting to most effectively serve their customers.</p>	<p><b>Christina Katamay</b> Assistant Vice President Service Trust HealthTrust</p> <p><b>Joey Dickson</b> Assistant Vice President Strategic Sourcing Purchased Services HealthTrust</p>
<b>11:30a.m.</b>	<p><b>Purchased Services: Lessons Learned</b></p> <p><b>Aim:</b> During this session we will hear the purchased services journey for three organizations. Their comments will focus on:</p> <ul style="list-style-type: none"> <li>• An overview of their organization's</li> <li>• Their purchased service strategy (focusing on results and lessons learned)</li> <li>• Where they will focus next within purchased services</li> </ul>	<p><b>Chris Heckler</b> (moderator) President/CEO Valify</p> <p><b>Cathy Forek</b> Senior Director of Contracting and Value Analysis Lifepoint Hospitals</p> <p><b>Kathleen Capp</b></p>

		Director Supply Chain Sourcing Aurora Health Care
12:45 p.m.	<b>The Voice of the GPO on Purchased Services</b> Purchased Services... putting the puzzle pieces together	<b>Margaret Steele</b> Senior Director, Purchased Services Novation
1:00 p.m.	<b>Adjourn</b>	<b>All</b>

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