

Market Insights

SUPPLY CHAIN FORUM

March 25-26, 2014

Phoenix, AZ

March 25

2:00 p.m.

Welcome

Dan Nielsen

2:10 p.m.

Marlowe Senske Keynote

Peter Fine

CEO

Banner Health

Aim: During this presentation you will hear real life, current implications and challenges of healthcare reform and the impact on the overall healthcare industry. You will hear information that will help you prepare for the changes that are here and are coming as a result of healthcare reform.

3:15 p.m.

Break

All

3:30 p.m.

Purchasing Coalitions

Cindy Dranttel

VP, Market Management

VHA West Coast

Aim: This panel discussion provides an opportunity for participants to hear first-hand from a diverse group of executives about the challenges and issues they experience in today's environment and how suppliers can effectively work together with each of their unique organizations.

Beau Moon

Vice President

Texas Purchasing Coalition

Each panelist will share specific and practical information related to the following:

Troy Snider

Contract Manager

Banner Health/Premier

- The compelling value their regional purchasing coalition and/or model brings to their hospitals/members.
- Their unique DNA and why their model is successful.
- Their GPO's role in their regional purchasing coalition/model.
- How suppliers can work most effectively with their regional purchasing coalition/model.
- New trends forming in today's environment related to regional purchasing coalitions and regional purchasing models.

- Their specific imperatives/goals for the next 2 years.

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.

March 26

8:00 a.m. Networking Breakfast All

9:00 a.m. A Look into UPMC David Hargraves
Vice President Supply Chain UPMC

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

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

10:00 p.m. Break All

10:15 a.m. A look at aptitude Troy Kirchenbaur
General Manager aptitude

Aim: To provide information related to the unique value aptitude can bring to both suppliers and providers from a new and innovative way to contract online.

Justin Hibbs
Senior Director Marketing & Research aptitude

11:30 a.m. Extended 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!

1:00 p.m.

Distribution Models: Prime, Self or Hybrid?

Aim: During this discussion two leading organizations will share their **strategies, results and lessons learned** related to self distribution, prime distribution or hybrid distribution models. We will hear all sides of the exploration... Presentations/comments will focus on the following questions:

- How did you decide to self-distribute or not to self distribute? What measurements do you follow to ensure you made the right decision?
- What challenges/opportunities does self distribution, prime distribution or hybrid distribution models present when dealing with suppliers?
- What are the challenges/opportunities for self distribution, prime distribution or hybrid distribution models for the providers customers?
- If someone is considering self distribution or a hybrid distribution model, what are the specific strategic questions they should address/consider? If you have chosen not to self distribute what strategic questions did you address/consider prior to making that decision?
- How important is it to maintain a relationship with the distributor as well as the manufacturer regardless of your distribution model?

Tina Aramaki

Vice President of Pharmacy
Services
Banner Health

Ken Haworth

Director Supply Chain
Sharp Healthcare

2:15 p.m.

Break

All

2:30 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 organizations
- Their system's make up
- An overview of their respective supply chain operation and strategy on:
 - Contracting
 - Distribution
 - Regional aggregation
 - Self Contracting

- The most effective way for suppliers to work with their organizations to ensure optimal outcome for both the supplier and provider.

Keith Callahan

Senior Vice President
Supply & Service Resource
Management
Dignity Health

Mike Hildebrandt

AVP Material Management
Scottsdale Healthcare

Ken Haworth

Director Supply Chain
Sharp Healthcare

3:45 p.m.

Meeting Wrap Up and Adjourn

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