



August 20-21, 2019 Agenda
Renaissance Atlanta Airport Gateway Hotel

Tuesday
August 20, 2019

Understanding GPOs

1:00 – 1:30 PM	Contracting Success with Premier	Chuck Collis Health System VP BD
1:30-1:45 PM	Break	All
1:45-2:15 PM	How to get the most out of your Vizient contract	Patric Merritt Sr. Director, National Accounts and Strategic Alliances Cantel Medical Corporation
2:15-2:30 PM	Break	ALL
2:30-3:00 PM	Deep dive into HealthTrust	Peter Jaccarino
3:00-3:45 PM	<p align="center">IDN Workshop</p> <ul style="list-style-type: none"> • Overview of the Healthcare market through the lens of GPOs and IDNs • Selling to IDNs vs. GPOs; opportunities & challenges • Understanding the unique challenges of working with IDNs: what does it take to get on the radar? 	Ken Murawski President HealthCare Links
5:00 – 6:30 PM	<p align="center">Reception</p> <p align="center"><i>*Cocktails and hors d'oeuvres</i></p>	All

Wednesday
August 21, 2019

Distribution Today

***Manufacturer's Only**

Over the past 5-10 years, we've seen a major shift in how providers are buying. Today more than ever, health systems are empowering the supply executives to drive savings, standardization, and better patient outcomes through the way they purchase. This has changed acute care and primary care distribution. The distribution part of our program will be rapid "Ted Talks" on how distributors are adjusting to this new climate, and how you as a supplier can align with them to gain and maintain market share.

8:00 – 9:00 AM

Breakfast

All

9:00-9:30 AM

McKesson

During this talk, you will hear how McKesson has created a 10-part E-book on a roadmap to success for non-acute sites. Greg will go through their program as well as give you some best-in-class insights to better work with McKesson's health system team.

Greg Colizzi
VP Marketing, Health
Systems
McKesson

9:30-9:45 AM

Break

All

9:45-10:15 AM

Henry Schein

In this talk, Michael Polo will walk you through how Schein has adjusted, and is still adjusting, to the way providers are using their services today. He will outline Henry Schein teams and how you can best align your organization to work with them.

Michael Polo
Southeast Zone General
Manager
Henry Schein

10:15-10:30 AM

Break

All

10:30-11:00 AM	<p style="text-align: center;">Cardinal</p> <p>Russ Hicks's talk will focus on Cardinal's strategic sourcing of national brands within their organization. He will discuss best practices on how suppliers can work closely with Cardinal to gain market share with the providers they serve.</p>	<p>Emily Barnhart Director, Strategic Sourcing- Medical National Brands Cardinal Health</p>
11:00-11:15 AM	Break	All
11:15-11:45 AM	<p style="text-align: center;">Owens & Minor</p> <p>During Mark's talk you will hear how Owens & Minor is planning for future success. He will go through the new leadership team and their renewed focus on partnering with the manufacturing community.</p>	<p>Marty Martter VP of Strategic Supplier Programs Owens & Minor</p>
11:45 AM-12:30 PM	<p style="text-align: center;">Workshop</p> <p>During the last hour we will have a topic for each table to work on with one of our speakers. The goal of this workshop is to provide Share Moving Media some work direction on things we can build, create, write, and deliver to help you work better with your distribution partners.</p>	<p>Scott Adams Publisher <i>Repertoire Magazine</i></p>
12:30-1:30 PM	Lunch	All